Folio:

$3.00 OCTOBER 1980

THE MAGAZINE FOR MAGAZINE MANAGEMENT

C 3935-1

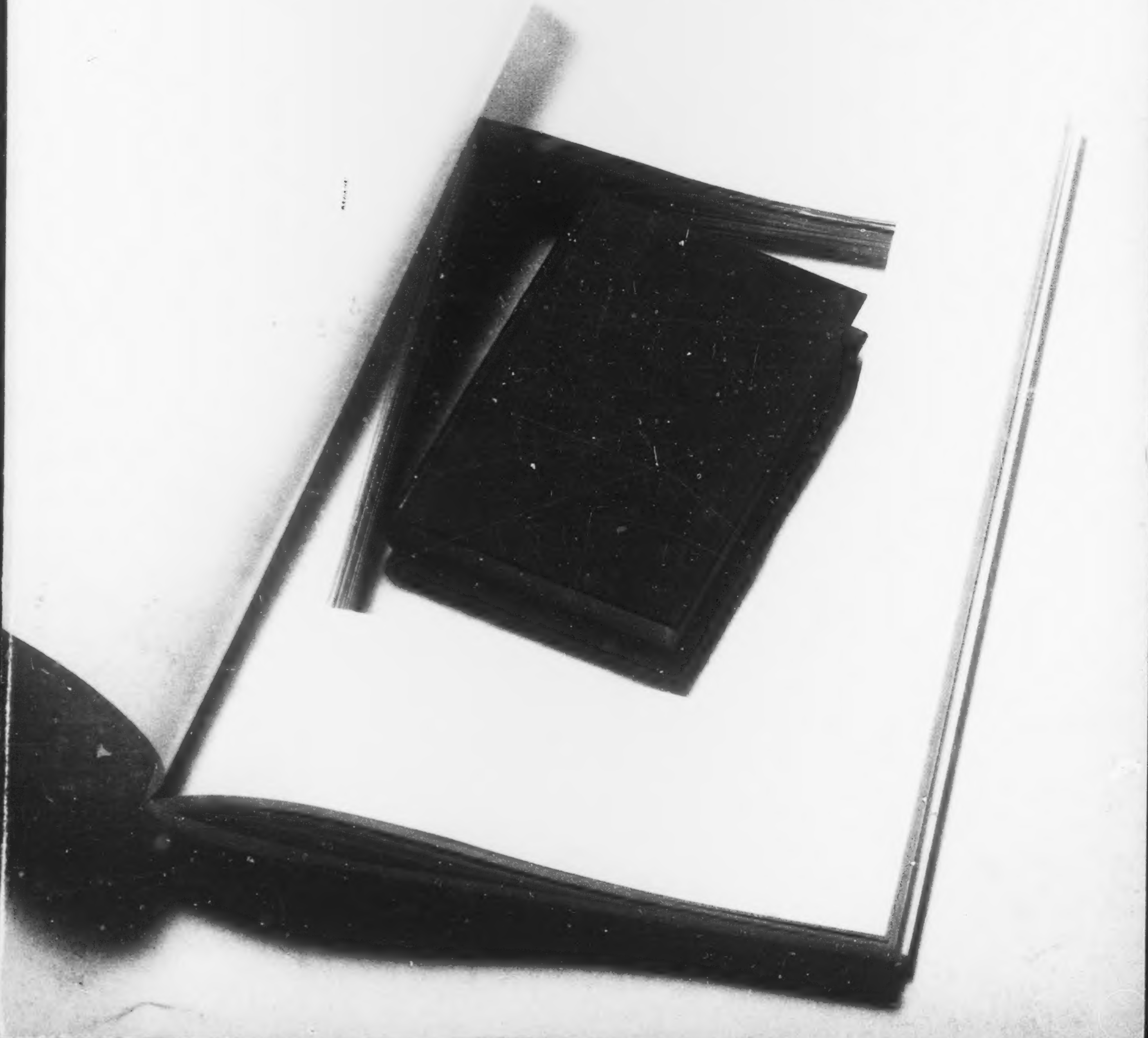
GETTING INTO BOOKS:

A GUIDE FOR
MAGAZINE PUBLISHERS

HOW 4 MAGAZINES DID IT

RECESSION TACTICS
ELECTRONIC EDITING
ADVANCE RENEWALS

PROFILES:
BERNARD GOLDHIRSH OF INC.
LEWIS LAPHAM OF HARPER'S



OCTOBER 1980 VOL. 9 NO. 10

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Advertising Sales

Market research as ad sales tool overlooked: Gorman . . . Cost of industrial sales call soars to $137.02 . . . Publisher teaching advertisers how to use inquiries . . . Helping small-space advertisers develop effective ads pays off. Page 7.

Management

Games to test personalized magazine in 1981 . . . Cable television taking off . . . Foundation started to help opinion journals meet costs . . . Overselling first issue 'horrendous' error with new magazines. Page 19.

Editorial

Gorman sends expert *and* writer on field trips . . . Instructions to freelance writers often inadequate . . . Editorial surveys: don't underestimate their flexibility. Page 31.

Production

Publishers' paper requirements up despite recession . . . Laser scanners improving quality, saving time, money. Page 39.

Circulation

Red tag lags: only 54% of magazines delivered on time . . . C.O.D. subscription collection used by *Rolling Stone* . . . USPS updated regs could hurt renewal efforts. Page 47.

Single-Copy Sales

Direct sales success hinges on proper servicing of retailers . . . Portable racks 'create' check-out display space . . . Overseas newsstand magazine sales exceed $48 million . . . IPDA ad campaign promotes reading. Page 63.

Magazine Watch

Marketing company buys *The Apothecary* . . . *Starting Line* now accepts ads . . . *Kansas City* changes hands. Page 67.

Page 83

Page 31

entertainment
REVUE
Page 67

Page 74

Page 63

FEATURES

SPECIAL REPORT: GETTING INTO BOOKS

The market

By George Duncan

Magazine publishers have several advantages when entering book publishing. The author looks at four magazine publishers who capitalized on these advantages and successfully launched book publishing divisions. Page 91.

The basics

By John B. McHugh

There is no one set of rules to follow when entering book marketing. In order to succeed, however, you must develop a very specific marketing strategy. Page 95.

Electronic editing Part III

By William Lippold and
Bruce McCullough

Installing an electronic editing system is a major undertaking for any publishing firm. If the task is done methodically, with proper planning and attention to details, the conversion will be successful. Page 105.

FACES

Bernard A. Goldhirsh of *Inc.* 83
Lewis H. Lapham of *Harper's* 87

COLUMNISTS

John Peter on design........................74
Ron Scott on single-copy sales......116
Jim Kobak on management...........118
Jeffery Parnau on production.......122
Eliot Schein on direct mail.............126

DEPARTMENTS

Letters..4
Calendar..79
Classified..136
Publishers Marketplace................139

Cover design: Steve Phillips

Production

Publishers' paper requirements up despite recession

New York City—Despite the recession, publishers are expecting to increase their total paper requirements during 1980 to 1982. These requirements will be met even though there will be a dramatic decrease in demand for imported coated and uncoated stocks, which now cost $100 to $200 more per ton than domestic paper.

These trends are reported in the Magazine Publishers Association 1980 Spring Survey of Paper Tonnage Requirements.

Publishers' overall demand for paper, which reached 1,441,387 tons in 1979, will continue to rise during the next few years, with annual increases of 2.9 percent, 5.8 percent, and 4.9 percent in 1980, 1981, and 1982 respectively.

The demand for all domestic papers is expected to increase 19 percent during the period 1979 through 1982. The most sizeable increases in demand will be for domestic coated paper, projected at 6.6 percent in 1980, 7.8 percent in 1981, and 5.1 percent in 1982. Domestic uncoated requirements will drop 0.9 percent in 1980, but then pick up again, increasing 2.9 percent in 1981 and jumping 7.5 percent in 1982.

The increase in demand for domestic paper is partially predicated on decreasing demand for imported papers. The biggest blow will be felt by foreign exporters of coated paper, because demand in that area is projected to drop nearly 99 percent by 1982, from 28,000 tons actually used in 1979 to 330 tons projected requirement for 1982. The demand for imported uncoated stocks will also drop consistently, but not as dramatically as demand for imported coated paper. Requirements for imported uncoated stock will slip from 79,000 tons in 1979 to 55,000 tons in 1982, a 30 percent decline.

These figures are based on responses from 89 publishers and individual magazines representing more than 65 percent of publication-grade paper shipped by domestic paper companies.

Publishers' Actual and Projected Paper Requirements, 1979 - 1982 (in tons).

	1979 (Actual)	1980	1981	1982
TOTAL REQUIREMENTS	1,441,387 tons	1,482,691	1,586,262	1,645,556
DOMESTIC PAPER REQUIREMENTS				
COATED	1,133,344 tons	1,208,585	1,302,536	1,369,147
UNCOATED	201,628 tons	199,818	205,520	220,937
IMPORTED PAPER REQUIREMENTS				
COATED	27,756 tons	12,690	3,330	330
UNCOATED	78,659 tons	61,598	56,876	55,142

Source: MPA 1980 Spring Survey of Paper Tonnage Requirements

Laser scanners saving time, money, improving quality

Rolling Meadows, Ill.—The use of laser beams to make color separations (rather than conventional xenon arc lamps or neon lamps) is improving separation quality and saving time and money. There are currently 500 to 600 laser scanners in use in this country, and publishers are wise to seek shops that offer them, according to production experts.

"Laser scanners are here to stay," says John E. Thompson, production director of *Business Week* and chairman of the Magazine Publishers Association production committee. "There is still a lot of experimenting going on and changes in technology taking place, but once laser scanners have gone through all their generations, they will be indispensable for making separations."

"Laser scanners are capable of producing much higher quality reproduction more consistently than conventional scanners," says Joel Rubin, president of Phototype Engraving Co. "Lasers are very fast—averaging 10 to 12 minutes to make a separation, and require far less labor than conventional scanners. Laser scanners are absolutely giving publishers better quality, and at the same time, they are keeping a hold on production prices."

Another advantage of laser scaners is the great versatility they offer the operator, according to Mitchell Passantino, plant manager for G.S. Lithographers, which uses a Hell

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UPDATE

Circulation

Red tag lags: only 54% of magazines delivered on time

Chicago—Only 54 percent of the magazines that are supposed to get priority red-tag handling are delivered on time, according to Red Tag News Publications, Inc.

The association's data, gathered during the first half of this year, show that 29 percent of red-tag copies arrive one day late, and 17 percent arrive more than one day late.

Although Red Tag News Publications has been monitoring the delivery of time-value publications since the association was formed in 1971, the results of their study have not been made public before now. The released data is sure to add fuel to the controversy over the Postal Service's plans to begin charging extra for red-tag service.

William Strong, president of Red Tag News Publications and vice president of circulation for Crain Communications, acknowledges that the decision to release the delivery data at the present time is related to the proposed red-tag surcharge, but says the move is meant to be constructive.

"I've been thinking about releasing the figures for years," Strong says. "The idea came to the front of my mind with the surcharge proposal. People are wondering whether they're getting what they're paying for."

"I think that we have to push for service, and that's how the figures can help," he continues. "If the Postal Service is going to impose a red-tag surcharge, we have to get a clear definition of what the service will entail and what the standards will be, so that we'll have a promise and a recourse for complaints."

Red Tag News Publications has been supplying the delivery time information to its members, to the Postal Service's main headquarters, and to regional postal offices all along, according to Strong. The information helps members pinpoint problem areas in their magazine's delivery routes, and enables them to work with the Postal Service to better coordinate efforts.

"The Postal Service does not change its dispatch schedules, of course, but their officials can tell a publisher whether his magazine might make an earlier postal dispatch by scheduling a plane drop a little earlier," Strong says. "And sometimes a regional official can make his people more aware of the fact that a particular time-value magazine comes in at a certain time each week, and that it is critical to get it out on

(Continued on page 61)

Percentage of on-time and late deliveries for weekly "time-value" publications, January - June, 1980.

MARKET AREA	ON TIME (%)	ONE DAY LATE (%)	LATER (%)
Atlanta, Ga.	63	26	11
Austin/San Antonio, Tex.	52	40	8
Baltimore, Md.	45	39	16
Boston, Mass.	60	28	12
Buffalo, N.Y.	53	37	10
Chicago, Ill.	64	25	11
Cincinnati, Ohio	49	36	15
Cleveland, Ohio	49	30	21
Columbus, Ohio	72	13	15
Dallas, Tex.	33	40	27
Denver, Colo.	37	39	24
Detroit, Mich.	63	29	8
Grand Rapids, Miss.	75	21	4
Greensboro, N.C.	68	17	15
Hartford, Conn.	62	29	9
Houston, Tex.	45	25	30
Indianapolis, Ind.	52	23	25
Jacksonville/Tampa, Fla.	52	32	16
Kansas City, Mo.	59	27	14
Los Angeles, Calif.	57	22	21
Memphis, Tenn.	54	29	17
Miami, Fla.	34	36	30
Milwaukee, Wis.	63	23	14
Minneapolis, Minn.	52	30	18
Nashville, Tenn.	37	47	16
New Orleans, La.	40	32	28
New York, N.Y.	63	29	8
Philadelphia, Pa.	55	31	14
Phoenix, Ariz.	41	32	27
Pittsburgh, Pa.	46	36	18
Portland, Oreg.	40	33	27
Reno, Nev.	35	20	45
St. Louis, Mo.	58	31	11
Salt Lake City, Utah	27	34	39
San Diego, Calif.	27	38	35
San Francisco, Calif.	60	26	14
Seattle, Wash.	11	21	68
Tulsa, Okla.	59	28	13
Washington, D.C.	64	24	12
Wichita, Kans.	74	20	6
AVERAGE	**54**	**29**	**17**

Data from Red Tag News Publications, Inc., based on experience of 17 weekly business and consumer publications for 1,128,000 copies in the mail each week, and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.

mail pieces; several of them are more innovative.

The first effort in the series is an 'early bird' direct mail piece sent immediately after the subscription order is first received. This type of effort, Klingel notes, has recently become quite popular because of its effectiveness.

Two other unusual efforts in the series are 1) direct mail promotions that are sent with the magazine's response to change of address cards received from subscribers, and 2) an extra full-size renewal promotion cover imposed over the regular front cover of the last three issues in a subscription.

Wilson, Murchake receive awards

New York City—Bob Wilson of *The Wall Street Journal* has been given the Fulfillment Manager of The Year Award presented by The Fulfillment Management Association (FMA). John Murchake, subscription manager, Kiplinger Washington Editors, received the Lee C. Williams Award for outstanding achievement in publishing, given by the XYZ Club, the Magazine Publishers Association and FMA.

New FMA officers for 1980-1981 are: president, Douglas W. Florenzie, *The New Yorker*; vice president, Pete Phillips, Keystone Readers Service; treasurer, Anthony J. Rizzo, *TV Guide*.; executive secretary, Marie Testa, Action Letter, Inc.; and recording secretary, Robert Gannotta, *American Journal of Nursing*.

Family Circle gives four circulation guarantees in 1981

New York City—Family Circle is adding a new twist to circulation guarantees: It is creating four circulation guarantees in 1981 for four separate periods of the year. Should *Family Circle* fail to deliver the guaranteed circulation average for any of these periods, the magazine promises to refund the difference to advertisers appearing in that time period.

"The new rate card is structured to meet the problems of the eightees—inflation, changing consumer buying habits, and the growing need for greater media precision," says Thomas C. Redd, vice president and advertising director of *Family Circle*. "The new circulation guarantees are designed to give advertisers advance information on fluctuations, with the added advantage of a protected CPM."

The new rates, averaging $53,517.65 for a four-color page (one time), will be reflected in the guaranteed circulation based on the current $7.07 CPM. The rates will be different for each of the periods—January, February through May, June through September, and October through December.

Family Circle will also offer a brand discount to encourage advertisers to increase advertising for individual brands in the magazine during the year.

Although most publishers give an annual circulation guarantee, *Family Circle*'s competitor, *Woman's Day*, also moved to shorter-term guarantees last year. In 1980, *Woman's Day* had a different advertising base for the spring and fall issues.

BPA adds 12 new magazine members

New York City—Twelve magazines have recently completed initial audits to become members of Business Publications Audit of Circulation, Inc.

They are *Airline Executive* (Airline Publishing Group, Inc.); *American Health Care Association Journal* (American Health Care Association); *Convenience Store News/Executive Edition* (BMT Publications, Inc.); *Electronics Test* (Benwill Publishing Corporation); *Journal of the American Veterinary Medical Association* (American Veterinary Medical Association); *Mining Equipment International* (Technical Publishing Company); *New England Journal of Medicine* (Massachusetts Medical Society); *Oil Patch—The Gulf Coast Magazine* (Oil Patch, Inc.); *Petrochemical Equipment News* (Gordon Publications, Inc.); *SportStyle* (Fairchild Publications); *Homebook* (McGraw-Hill, Inc.) and *Young Once* (13/21 Corporation).

Red-tag delivery

(Continued from page 47)

the first available dispatch."

Although Postal officials have been very cooperative, for the most part, in working with Red Tag member publications to correct individual problems, Strong says, overall red-tag service has a poor track record.

To illustrate that the figures for this year's first half are by no means worse than usual, Strong points to first-half figures for each of the past nine years. In 1972, 57 percent of red-tag magazine copies, on average, were delivered on time. On-time delivery figures varied up and down from 57 percent by as much as six percentage points each year until 1977, when a peak of 66 percent on-time delivery was reached. This was followed by a dramatic drop to 53 percent in 1978, and to 49 percent in 1979—the lowest point in the nine years of monitoring.

The 54 percent on-time delivery for the first half of this year could signal the start of a recovery in the quality of red-tag service, Strong notes. But he adds that the biggest problem with red-tag delivery is the lack of a separate time-value surface transportation network.

"First class mail goes by plane, and all other mail—including red-tag—goes by the same trucks and dispatch schedules," he says. "Red-tag mail gets handled more promptly, but this isn't enough. Most time-value publishers have had to open up multiple entry points to drop-ship their magazines."

Red Tag News Publications gathers its delivery information from about 300 "monitors" located across the country. Most of these individuals are paid a modest stipend for being put on the subscription lists of several Red Tag member publications, and for filling out forms indicating when each magazine is delivered. Currently, there are 21 time-value publications.

In computing the percentages of on-time and late deliveries, Red Tag excludes any late deliveries that are not due to Postal Service delays.

Red Tag also has 20 regular second class and controlled member publications whose delivery times have been monitored since Red Tag began. The association plans to begin releasing its figures on delivery for these publications sometime during the next few months.

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Ann Arbor, Michigan 48106
and
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Wooster, Ohio 44691

U.S. Magazines with greatest overseas newsstand dollar sales

Name	Annual foreign sales in $	Price and frequency	U.S. single-copy sales	Foreign, U.S. poss., & military	% foreign to U.S.
1. Playboy	$10,273,530	$2.50 M	2,803,194	342,251	12.2
2. Penthouse	9,613,500	2.50 M	3,917,696	320,450	8.1
3. Oui	1,878,552	2.00 M	604,060	78,273	12.9
4. Gallery	1,167,561	2.25 M	594,686	43,243	7.2
5. Scientific American	1,099,944	2.00 M	102,989	45,831	44.5
6. Hustler	1,082,355	2.95 M	1,533,781	30,575	1.9
7. Architectural Digest	1,030,176	3.50 M	72,983	24,524	33.6
8. Playgirl	915,548	1.95 M	502,213	39,126	7.7
9. Vogue	735,240	2.00 M	588,238	30,635	5.2
10. Easy Riders	716,058	1.50 M	343,358	39,781	11.5
11. Cosmopolitan	657,846	1.50 M	2,527,246	36,547	1.4
12. Genesis	644,754	2.75 M	336,742	19,538	5.8
13. Hot Rod	621,612	1.50 M	322,606	34,534	10.7
14. Reader's Digest	591,429	.95 M	1,124,136	51,864	4.6
15. Good Housekeeping	576,960	1.25 M	1,996,531	38,464	1.9

Source: ABC Report, Dec. 31, 1979/Boarts International, Inc.

when a magazine is in the spotlight because its editor is in town," she says.

Levy has lately been using the lane-blocker racks primarily to display magazines participating in its cooperative advertising program in the *Chicago Sun Times*. That widely-publicized program, which began in 1978, gives exposure to six magazines every other week through full-page ads.

Overseas newsstand magazine sales exceed $48 million

New York City—U.S. magazines sold overseas and in Canada represent $48,635,349 in annual sales, calculated at U.S. cover prices, according to projections by Boarts International, Inc., distributor of American publications overseas.

The analysis, which is based on publishers' statements for 195 magazines in the Audit Bureau of Circulations' semiannual report, provides two previously unreported categories of comparative data:

- Percentage of foreign to U.S. single-copy sales. This is an index, expressed as a percent, of the relation of overseas sales of a magazine to U.S. sales. It is obtained by dividing the total number of foreign, U.S. possessions and overseas military sales of a given magazine by the total number of single-copy sales in the United States of that same magazine.
- Annual foreign sales in dollars. This is a projection of total overseas single-copy sales at the U.S. cover price.

The magazine group with the largest overseas volume is "men's general," according to Boarts. This category represented $25.1 million in sales for the period studied. "Young women's general" magazines, at $2.9 million, ranked second in overseas sales volume. "Women's general" magazines ranked third at $2.29 million. Photography magazines, with sales of $1.1 million, ranked in fourth place.

The survey was limited to magazines reporting to ABC and excluded the overseas editions of *Time* and *Newsweek*.

The report suggests that there are more men than women among foreign readers, and that those men are attracted to special interest magazines in the fields of leisure and entertainment.

IPDA ad campaign promotes reading

New York City—An advertising campaign aimed at increasing both consumer awareness and purchases of magazines and paperback books has been launched by the International Periodical Distributors Association, Inc. (IPDA) and Curtis Circulation Company.

Curtis is soliciting magazine publishers' cooperation in ordering and publishing, free of charge, copies of ads being prepared by IPDA. The four ads, which are available in five sizes, stress the enjoyment and self-improvement benefits of reading.

The campaign sponsors also plan to ask for help from government agencies, educational associations, and other groups interested in upgrading reading levels, and to develop point-of-sale materials bearing the reading themes for retail racks and displays.

Number of scanning retailers over 2,000

New York City—The number of retail stores with Universal Product Code (UPC) scanning systems reached 1,780 in the first quarter of this year, accounting for 5 percent of all supermarkets, according to *CPDA News*. The number of scanning stores is increasing at the rate of more than 100 per month, the wholesaler publication reports.

Folio: Classified
Gets Results.

NOTE

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

EDITING: THE LEGAL LIMITS

UPDATE: A RATING OF POSTAL PERFORMANCE

UNDERSTANDING PRINTERS' TRADE CUSTOMS

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AD SALES STRATEGIES: MOVING UP IN A DOWN ECONOMY

NOVEMBER 1980 VOL. 9 NO 11

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Advertising Sales

New controversy arises over SMRB's research methods . . . 4-As warns members discount abuse could end service . . . Complex sales effort yields $500,000 ad. Page 5.

Management

SBA action could make loans available to small publishers . . . Opportunities abroad for U.S. publishers? . . . Publishers generating new income by selling 'franchises' . . . *BH&G* begins publishing on home computers. Page 11.

Editorial

Publishers clarifying legal responsibilities of free-lancers . . . Psychologist wins copyright suit against *Boston Magazine* . . . First Amendment information offered . . . Free-lancers form group in California. Page 23.

Production

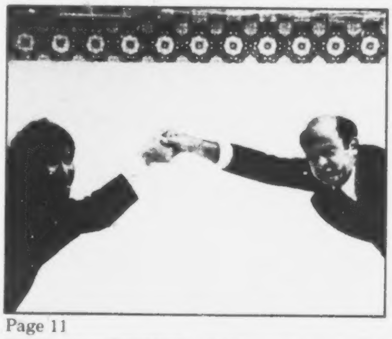
SWOP III delayed by indecision about proofing paper . . . Employees plan to purchase major printing firm . . . PIA releasing print industry almanac . . . Guide to judging color separations out. Page 27.

Circulation

USPS sets red-tag surcharge date; fight continues . . . USPS overseas air service works well; needs more users . . . Private carriers want faster payment from publishers . . . Using 'telegrams' in renewal or billing boosts responses. Page 31.

Single-Copy Sales

Cross-merchandising yielding impressive sales for magazines . . . Single-copy sales slump continued in first half of 1980. Page 40.



Page 11

Science Times
The New York Times

Page 68

Page 5

Page 52

SUMMONS IN A CIVIL ACT
United States
FOR

Page 23

Magazine Watch

Texas Monthly buys *New West* for $3 million . . . Hearst buys UTP for $26 million . . . *Seven Days* ceases publication . . . Washington magazine changes name. Page 46.

FEATURES

Editing: The legal limits

By Stephen H. Gross

How extensive are an editor's rights to abridge, condense, illustrate and promote an article written by a free-lancer? The acquisition agreement, if carefully worded, should contain all the answers. Page 57.

Selling advertising in turbulent times

By Morton Grossman and
David Orlow

In turbulent economic times, your magazine's marketing strategy may mean the difference between success and failure. Now, more than ever, you must concentrate on positioning your magazine and training your sales staff to gain increased market share. Page 62.

FACES

Constantine Kazanas of MPA 51
Helen "Doylie" Venn of Harvard/Radcliffe 52

COLUMNISTS

Ron Scott on single-copy sales 67
John Peter on design 68
Jeffery Parnau on production 83
Eliot Schein on direct mail 84

DEPARTMENTS

Calendar 50
Classified 87
Publishers marketplace 88

Cover design: Steve Phillips

UPDATE

Circulation

59% of controlled/ second class mail delivered late

Chicago—An analysis of United States Postal Service (USPS) delivery of controlled and second class publications during the last year shows that 59 percent were delivered late—by the USPS's own standards.

This information is provided by the Red Tag News Publications Association, Inc. Their data are based on the experiences of 15 business and consumer publications representing both small- and large-volume circulations, all using available USPS surface transportation. Total per-issue distribution for the magazines studied was 4.8 million.

For the period July 1979 through June 1980, the USPS provided better than the service standard for 26 percent of the magazines; up to standard for 15 percent; was one to three days late for 37 percent; four to six days late for 14 percent; and seven to 10 days late for six percent. Controlled and second class circulation publications were delivered more than 10 days late by the USPS 2 percent of the time.

The USPS fared worst meeting the service standard for controlled and second class mail going to Zones One and Two. Only 28 percent of that mail was delivered within the four-day standard set by the USPS. Zone Six mail had the best record: 48 percent was delivered within the eight-day standard set by the USPS.

The information was secured through Red Tag's subsidiary, the Periodical Delivery Monitoring Service (PDMS), which monitors publications in up to 25 markets and delivers monthly reports.

Because there is reason to believe that there is less late delivery for magazines monitored by PDMS than there is for other publications, the PDMS figures on late delivery may be, on average, conservative. Publishers who pay for the monthly service presumably have taken corrective action during the year when delivery for their particular publications was poor. What's more, the staff of PDMS includes former postal management employees who are in constant contact with postal officials in their area. Postal officials know that service is being monitored.

William Strong, executive director of the Red Tag News Publications Association, said that he does not want to make a statement on trends in USPS delivery right now. He wants to "wait and see," largely because he believes William Bolger, the Postmaster General, "is a guy who's competitive and doesn't want to lose business to alternate delivery." Strong thinks service is improving, but his reasons are largely "philosophical" at this time.

(See accompanying chart for Red Tag's 1980 publication delivery box score. FOLIO *will provide readers with quarterly composites of the Periodical Delivery Monitoring Service's findings on second class mail, and biannual reports on red-tag publication delivery.)*

USPS sets red-tag surcharge date; fight continues

Washington, D.C.—The Governors of the United States Postal Service (USPS) have set June 1, 1981 as the date for implementing the surcharge for expedited (red-tag) delivery service. However, other developments in the battle over this rate change could result in an earlier implementation date, or, possibly, delay of or even a halt to the surcharge.

The 1.2 cents-per-copy surcharge will be accompanied by a 1.1 cent-per-copy decrease in rates for magazines not using red-tag service. The change would also make red-tag service available to any magazine willing to pay the additional charge.

At the same time, the Governors have requested a cost and service study from USPS management to determine if the amount of the surcharge is justified. Deadline for that study is May 1, 1981, one month before the new rates are scheduled to go into effect.

There is a chance the red-tag

1980 PUBLICATION DELIVERY BOX SCORE
ORDINARY SECOND CLASS AND CONTROLLED CIRCULATION PUBLICATIONS*
JULY 1979 Through JUNE 1980

ZONES	USPS SERVICE STANDARD	BETTER THAN SERVICE STANDARD	SERVICE STANDARD	1-3 DAYS LATE	4-6 DAYS LATE	7-10 DAYS LATE	LATER
1 & 2	4th Day	16	12	41	19	11	1
3	5th Day	21	13	48	10	6	2
4	6th Day	29	18	34	11	6	2
5	7th Day	24	16	34	17	6	3
6	8th Day	33	15	34	12	3	3
7	9th Day	30	12	35	16	5	2
8	10th Day	31	10	40	12	6	1
Composite		26%	15%	37%	14%	6%	2%

*Source: Red Tag News Publications Association, Inc.

surcharge will take effect before June 1981. Because the surcharge was suggested by the Postal Rate Commission, it is possible that the PRC will add the surcharge on to Postal Rate Case R-80, on which it is deliberating now. That move could mean an effective date as early as March 1981.

Magazine publishers both for and against the surcharge are in court over the matter. The *Reader's Digest* is challenging the Governors' implementation date in favor of an earlier date, which would enable *The Digest* to take advantage of the 1.1 cent-per-copy savings sooner. *The Wall Street Journal* and *Newsweek* are both in court to fight implementation of the surcharge.

USPS overseas air service works well; needs more users

New York City—The United States Postal Service (USPS) is offering overseas magazine delivery that is competitive with private airlines in cost and service, according to circulation executives who are testing it. However, the USPS airlift will succeed only if more publishers begin using the service.

The USPS approved the development of International Surface Air Lift (ISAL) last year, based on recommendations from an advisory board consisting of publishing and USPS representatives. The task force concluded that the USPS could develop a service that would alleviate publishers' long-standing problems of high prices and late delivery.

Actual testing began last summer with two flights, one from New York to Paris and the other from Houston to Great Britain. McGraw-Hill has been sending *Business Week* and *Electronics* to its subscribers in Paris through ISAL since June. "We hand over *Electronics* to the USPS on Saturday and get consistent four-day delivery to Paris," says Thomas Tully, circulation manager for McGraw-Hill Publications. "That is very good service."

The basis of this fast delivery is ISAL's policy of allowing publishers to have their magazines dropped in specific countries—in contrast to the private air services, which drop all magazines in one country, and then have them surface shipped to their final destinations.

The USPS is planning to add flights from more U.S. cities to more countries as ISAL gains publisher interest. The first new route will be from Chicago to Great Britain, and Crain Communications is hoping to utilize that service.

"We are primarily interested in better service, but, as it turns out, the cost for ISAL is lower than the cost for private services," says William Strong, vice president of circulation for Crain. "We will save 25 cents per copy for *Advertising Age*, 12 cents per copy for *Automotive News*, and 19 cents per copy for *Business Insurance.*"

Crain will not be able to take advantage of the cost savings until other publishers commit themselves to using ISAL, however. The USPS must guarantee airlines shipments of 750 pounds, and cannot make a shipment until it achieves that weight.

"We want to see other publishers getting involved now," says Tully. "The airlift is still experimental, and its success depends on publisher support. This service is too good for the industry to lose."

Private carriers want faster payment from publishers

Boston, Mass.—Some alternate distributors are complaining that slow payments from publishers—sometimes as late as 90 days after delivery—are causing serious cash-flow problems, especially for smaller distributors.

"Right now there are more publishers paying late than paying on time," says Maureen Ryan, executive director of the National Association of Selective Distributors. "If the magazines were being delivered through the mail, publishers would have to pay up front. Publishers should be willing to pay private distributors on time so the distributors can meet their carrier payrolls."

The problem has not arisen out of publisher negligence, but from a lack of compatibility between publishers' payment schedules and distributors' operating needs. "In most cases, publishers want us to bill them for delivery," says one alternate distributor. "It takes 30 days for an invoice to travel through regular payment channels. In the case of a weekly, that means delivering four issues of the magazine before getting the first payment. The same goes for a monthly taking 90 days to pay. The publisher thinks the payments are current, but they really are not."

"It is fortunate that we sell advertising to deliver with the magazines," says Steve Hosid, president of Target Marketing. "That income is paying the bills. We are offering publishers better service than the Postal Service gives. That service is expensive, and publishers will have to pay for it."

Some alternate distributors and publishers believe slow payment is a problem no one could have predicted, but that it will be cleared up easily. "We knew nothing about the conflict in payment schedules until some distributors brought it to our attention," says Charles Franzetta, distribution director of *Newsweek*. "Now we are trying to find a way to speed up payment for the distributors who need it. This is not a problem for all of the distributors, so the solutions will have to be found on a one-to-one basis."

Some magazines, such as *Reader's Digest* and *Better Homes and Gardens*, pay their distributors at the time of delivery. "We hope more publishers will adopt that philosophy," says an alternate distribution expert. "If they do not, there is not much a distributor can do except deliver ultimatums. It will be much better for everyone if the publishers are sensitive to the distributors' position."

Subs down for 33% of ABC magazines in first half of 1980

Chicago—One out of three consumer magazines dropped in subscription circulation in the first half of this year. In the last half of 1979, 26 percent reported subscription losses.

Of the 403 magazines included in the Audit Bureau of Circulations' (ABC) *Fas-Fax Report* for the six-month period ending June 30, 1980, 132 (or 33 percent) reported subscription losses.

The top 10 subscription circulation magazines for 1980's first half were split in terms of subscription losses versus gains for the period. Those which gained in comparison with last year's first half were *Time* (3.09 percent), *National Geographic Magazine* (3.04 percent), *Reader's Digest* (1.28 percent), *Better Homes and Gardens* (0.83 percent), and *Newsweek* (0.40 percent). The five magazines which lost subscription circulation in this year's first half as compared with last year's first half were *TV Guide* and *Ladies' Home Journal* (both -5.21 percent), *McCall's* (-2.49 percent), *Good Housekeeping* (-1.37 percent), and *Redbook* (-1.16 percent).

Top 10 magazines in subscription circulation for the six-month period ending June 30, 1980*

Title	Number of subscribers	% increase or decrease over six-month period ending June 30, 1979
1. Reader's Digest	16,933,365	+1.28
2. National Geographic Magazine	10,557,463	+3.04
3. Better Homes and Gardens	7,360,448	+0.83
4. TV Guide	7,159,625	—5.21
5. McCall's	5,486,579	—2.49
6. Ladies' Home Journal	4,442,325	—5.21
7. Time	4,155,289	+3.09
8. Good Housekeeping	3,434,983	—1.37
9. Redbook	3,430,766	—1.16
10. Newsweek	2,722,115	+0.40

*Source: Audit Bureau of Circulations *Fas-Fax Report*, June 30, 1980.

Looking at all magazines in the ABC report, some of the largest subscription gains were made by *Horse-Play* (115.64 percent), *Solar Age* (73.55 percent), *Colonial Homes* (72.52 percent), *Gallery* (69.85 percent), *Us* (69.55 percent), *Rider* (64.63 percent), *1,001 Decorating Ideas* (63.54 percent), *4 Wheel & Off-Road* (57.86 percent), *Working Woman* (57.41 percent), and *Sheet Music Magazine* (53.33 percent).

Magazines reporting large subscription losses were *Ohio Magazine* (-54.62 percent), *Hi-Fi/Stereo Buyers' Guide* (-49.91 percent), *Tiger Beat Star* (-35.17 percent), *Camera 35* (-34.97 percent), *Tiger Beat* (-30.72 percent), *Heavy Metal* (-29.37 percent), *16 Magazine* (-29.15 percent), *Globe* (-28.62 percent), *Off-Road* (-26.98 percent), and *Tiger Beat Super Special* (-25.86 percent).

The three *Tiger Beat* magazines, *16 Magazine*, and *Off-Road* also experienced heavy losses in single-copy unit sales for the first half, while *Heavy Metal, Ohio Magazine*, and *Camera 35* had moderate single-copy sales losses. (See related article in Single-Copy Sales Update section, page 40.)

Turning to subscription performance by subject categories, several of the newer women's magazines (in addition to *Working Woman*) scored significant gains in this year's first half as compared with last year's: *Playgirl* (42.97 percent), *Self* (42.73 percent), and *New Woman* (26.10 percent). But many of the more established women's magazines did not fare well in the subscription department: *Cosmopolitan* (-9.35 percent), *Mademoiselle* (-8.84 percent), *Glamour* (-4.55 percent) and *Vogue* (-0.11 percent).

City and regional magazines, for the most part, did very well with subscriptions. Among the gainers: *Boston Magazine* (26.45 percent), *Mpls.-St. Paul* (27.12 percent), *Nashville!* (22.34 percent), *Miami Magazine* (17.72 percent), *The Washingtonian* (8.99 percent), *Baltimore Magazine* (7.33 percent), and *Chicago* (6.76 percent). Excluding *Ohio Magazine*, losses reported by other magazines in this category were relatively small: *Cleveland*, -12.30 percent; *The Denver Magazine*, -5.73 percent; *Connecticut Magazine*, -3.37 percent; and *New Jersey Monthly*, -3.75 percent.

First-half subscription gains in the shelter category for *1,001 Decorating Ideas* (63.54 percent) and *Homeowner's "How-To"* (29.33 percent) more than made up for their rather heavy single-copy losses in the same period. Other subscription gainers were *The Family Food Garden* (34.10 percent), *Houston Home/Garden* (21.25 percent), *House Beautiful* (16.77 percent), *Apartment Life* (3.17 percent), *Better Homes and Gardens* (0.83 percent), and *House & Garden* (0.54 percent).

Men's sophisticates, in general, showed subscription gains. *Gallery* led with 69.85 percent, followed by *Playboy* (9.86 percent), and *Oui* (9.71 percent). *Genesis* showed a slight drop of -0.58 percent. *Penthouse, Hustler* and *Forum* did not file circulation numbers in time for press.

ABP seeks change in 50% request rule

Washington, D.C.—The American Business Press, Inc. (ABP) has filed testimony with the Postal Rate Commission which could buy time for new magazines as they seek to meet the 50 percent request requirement needed to qualify them for second class rates.

The 50 percent requirement is part of a proposal to merge second class and controlled magazines into a single price schedule. Magazines unable to prove that 50 percent of their circulation is by request would have to pay third class bulk rates, rather than the lower second class rates. As it stands, the proposal makes no provisions for new magazines.

The ABP has requested that new magazines be mailed at second class rates for two years, allowing time for them to compile either 50 percent paid subscribers or 50 percent requests. If, after two years, the magazines are unable to achieve the 50 percent requirement, they would have to be mailed at the higher third class bulk rates.

Seven magazines join BPA

New York City—Seven magazines have recently qualified as members of Business Publications Audit of Circulation, Inc. (BPA). *Construction Contracting* (Bobit Publishing Company), *The Executive Educator* (National School Boards Association), and *Eye-*

Single-copy sales

Cross-merchandising yielding impressive sales for magazines

New York City—A major new program is providing evidence that well-planned cross-merchandising can result in impressive single-copy magazine sales.

Women's fashion/beauty magazines placed on special display racks with cosmetics are selling about three times better than those on mainline fixtures, and as well as or better than those at check-outs. Called The Beauty Place, the special displays are set up in addition to the magazines' usual check-out and/or mainline displays.

Up to now, few efforts have been made to cross-merchandise magazines—that is, to display them near products related to their editorial and advertising content. Efforts have been hampered by the difficulty of demonstrating to retailers that magazines can help increase sales of the products they're displayed with, and by cost problems involved in delivering and servicing the magazines. The Beauty Place, organized by International Circulation Distributors (ICD), a national distributor owned by Hearst Corporation, is proving that these problems can be overcome.

Eight magazines are participating in The Beauty Place. Three of these—*Good Housekeeping, Harper's Bazaar* and *Cosmopolitan*—are Hearst magazines; the other magazines in the test are *Seventeen, Redbook, Vogue, Mademoiselle* and *Glamour*. They are displayed, along with Maybelline cosmetics, on a free-standing, four-sided unit.

The displays are being tested in 29 supermarket and drugstore chains located throughout the country, according to James Mayor, ICD vice president and director of chain marketing/sales. The average number of stores per chain featuring The Beauty Place during the testing stage of the program is three (five is the maximum), he says.

The first group of displays (they are being set up in segments of 100) went on store floors at the beginning of August. In most locations, the 15-copy magazine pockets on the displays have had a "surprisingly good" average sell-through time of 10 days, Mayor says. The sales have helped offset the costs of buying the displays, he says. As with multi-magazine check-out racks, publishers share the costs.

The Beauty Place is designed to take advantage of a major new merchandising trend in supermarkets, Mayor says. "The cosmetics area is where supermarkets are looking to increase their profits in the 1980s," he explains. "So the cross-merchandising of magazines with cosmetics combines two particularly hot areas for the eighties."

The Beauty Place is also "the first serious step ever taken in cross-merchandising," Mayor asserts. "This is the first time there has been

(Continued on page 44)

Women's magazines displayed near beauty products are often selling better than they do at check-outs.

Single-copy sales slump continued in first half of 1980

Chicago—The single-copy sales slump that began in 1979 continued to vex the magazine publishing industry during the first half of this year, a FOLIO analysis of first-half unit sales figures reveals.

Of 403 magazines supplying data for the Audit Bureau of Circulations' (ABC) *Fas-Fax Report* for the six-month period ending June 30, 1980, 145 (or 36 percent) experienced unit sales declines as compared with the first half of 1979.

However, an encouraging indication is that fewer magazines showed drops in single-copy sales in the first half of 1980 than in either half of 1979. Fully 44 percent showed decreases in 1979's first half (as compared with 1978's first half), and 41 percent reported sales decreases in 1979's second half (as compared with 1978's second half).

Among the magazines showing the worst sales losses were *Country Gentleman* (-66.50 percent); *Success Unlimited* (-59.92 percent); *Tiger Beat Star* (-50.03 percent); *Hounds and Hunting* (-44.74 percent); *Horticulture* (-42.16 percent); *Photoplay* (-36.08 percent); *National Review* (-34.47 percent); *Tiger Beat* (-34.01 percent); and *Federal Times* (-31.98 percent).

Among the top 10 single-copy sales magazines, four showed declines in unit sales during the first half of this year. These declines were relatively slight: *Family Circle*, -3.22 percent; *People Weekly*, -2.82 percent; *TV Guide*, -2.36 percent; and *Playboy*, -0.17 percent. All four of these magazines showed substantially larger losses than these in the second half of last year (as compared with 1978's second half): *Family Circle*, -7.48 percent; *People Weekly*, -11.51 percent; *TV Guide*, -3.33 percent; and *Playboy*, -8.99 percent.

Gainers among the top single-copy sellers in this year's first half were *The Star* (6.81 percent); *Cosmopolitan* (2.10 percent); *Globe*

Top 10 magazines in single-copy sales for the six-month period ending June 30, 1980*

Title	Unit single-copy sales	% increase or decrease over six-month period ending June 30, 1979
1. TV Guide (U.S.)	11,711,105	−2.36
2. Woman's Day	7,541,758	+0.08
3. Family Circle	7,366,482	−3.22
4. National Enquirer	4,530,122	+0.40
5. Playboy	3,365,661	−0.17
6. The Star	3,253,636	+6.81
7. Cosmopolitan	2,715,524	+2.10
8. People Weekly	1,896,486	−2.82
9. Good Housekeeping	1,703,965	+0.50
10. Globe	1,531,448	+0.65

*Source: Audit Bureau of Circulations *Fas-Fax Report*, June 30, 1980.

(0.65 percent); *Good Housekeeping* (0.50 percent); *National Enquirer* (0.40 percent); and *Woman's Day* (0.08 percent). Of these, three had reported losses in single-copy circulation for the second half of 1979 versus that period in 1978: *Woman's Day* (-6.89 percent); *National Enquirer* (-6.84 percent); and *Good Housekeeping* (-2.51 percent).

Outstanding gainers in single-copy sales among all magazines supplying figures for the 1980 first-half *Fas-Fax Report* included *50 Plus* (672.30 percent); *Americana* (416.97 percent); *Games* (199.92 percent); *Signature* (150.51 percent); *Parents* (145.72 percent); *Solar Age* (144.26 percent); *India Abroad* (108.78 percent); *Cuisine* (87.25 percent); *Opera News* (85.33 percent); *Outside* (74.29 percent); and *The Magazine Antiques* (69.54 percent).

Losses, however, continued to press hard on magazines in many subject categories, including shelter, teen, and movie. In the shelter category, decreases were reported by *The Family Handyman* (-31.83 percent); *1,001 Decorating Ideas* (-27.85 percent; *Apartment Life* (-23.74 percent); *House Beautiful* (-7.00 percent); *Homeowner's "How-To"* (-2.46 percent); and *Better Homes and Gardens* (-1.50 percent). It is important to note that the losses reported for *1,001 Decorating Ideas*, *Homeowner's "How-To"* and *Better Homes and Gardens* were substantially smaller than those reported by these magazines for the second half of 1979 versus the same period in 1978. Also, a slight gain (3.14 percent) for 1980's first half was achieved by *House & Garden*.

In the teen category, the large sales drops of *Tiger Beat* and *Tiger Beat Star* were joined by lesser decreases for *Teen Beat* (-18.37 percent), *16 Magazine* (-16.86 percent), *Seventeen* (-14.62 percent), *'Teen* (-7.54 percent), *Teen Machine* (-3.51 percent), and *Super Teen* (-2.70 percent).

Most movie magazines also registered drops: *Photoplay* (-36.08 percent), *Gossip* (-23.43 percent), *Rona Barrett's Hollywood* (-18.58 percent), and *Modern Screen* (-11.97 percent).

Categories whose member magazines showed significant gains in single-copy sales, on the other hand, included gourmet magazines (*Bon Appetit*, 14.10 percent; *Gourmet*, 10.31 percent; and the aforementioned *Cuisine*, 87.25 percent) and travel and leisure magazines (*Signature*, *Games*).

City and regional magazines, for the most part, also registered single-copy gains in the first six months of this year. Outstanding gains were made by *Connecticut Magazine* (37.30 percent); *Miami Magazine* (27.83 percent); *New York Magazine* (26.15 percent); and *Atlanta* (24.61 percent). Substantial decreases, however, were experienced by *Pittsburgh* magazine (-25.72 percent) and *Texas Business* (-22.68 percent).

Automotive magazines, too, seem to be enjoying an upturn in single-copy sales. *Truckin'*, which hit the skids in the second half of 1979 (down 37.89 percent from the second half of 1978), reported a large gain of 20.91 percent in 1980's first half. Another poor shower of last year's second half, *Street Rodder* (down 37.85 percent compared with 1978's second half), showed only a 0.30 percent decline in this year's first half as compared with the same period last year. Most dramatic of all was *Street Chopper's* comeback from a drop of 35.63 percent in 1979's second half versus 1978's, to a gain of 34.28 percent in 1980's first half versus 1979's. *Custom Bike*, with a gain of 40.76 percent for this year's first half, is another example of success in this category.

The major newsweeklies also did comparatively well during this year's first half. *Newsweek*, which had a 13.31 percent unit sales drop in 1979's second half as compared with that period in 1978, showed a 3.35 percent gain for the first six months of 1980. *Time*, similarly, rose from a loss of 9.04 percent in last year's second half as compared with 1978's second half, to a gain of 4.54 percent for the first half of this year versus the first half of last year. *U.S. News & World Report*, which showed an 8.09 percent gain in 1979's second half over 1978's, showed an even more substantial 19.11 percent gain in 1980's first half over 1979's.

Family Reading Centers producing sales gains

Bismarck, N. Dak.—Encouraging statistics from the Periodicals Institute's Family Reading Center marketing program are beginning to come in. Two wholesalers report retail magazine and paperback sales increases of 25 percent or more within their territories as a result of the Reading Centers.

Although many wholesalers have long been setting up retail displays featuring a variety of magazines and paperbacks, the Periodicals Institute program seeks to sell more by establishing an identifying Family Reading Center logo and uniform standards for displays.

Sales volume gains of 35 percent to 40 percent were achieved by a Dan's Super Markets, Inc. store in Bismarck, North Dakota within four weeks of installing a Reading Center, according to J.R. Sakariassen of Saks News Inc., wholesaler for the area.

The Reading Center, installed as part of a complete renovation of the supermarket, has room for 18 feet of magazines and is positioned next to the delicatessen aisle. According to the chain's director of non-foods merchandising, Bill Zerr, customers' leisurely browsing of the daily selections in the deli department carries over into the periodicals section. Formerly, the supermarket displayed

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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Cover 1, p. 3, 68, 71, 94,

96-97.

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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HOW GOOD ARE YOUR EDITORS?

HOW TO USE AN 800 NUMBER TO BOOST CIRCULATION

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DALE LANG OF WORKING WOMAN

TOUGH YEAR AHEAD

EXPERTS LOOK AT 1981

DECEMBER 1980 VOL. 9 NO. 12

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Management

You can still start a magazine for $25,000, publishing exec claims . . . Maxwell M. Geffen, publishing patriarch, dies at 84. Page 4.

Circulation

USPS to propose 9-digit Zip incentive; allow 'pop-up' ads . . . USPS ruling: no private delivery ad postage—for now. Page 12.

Advertising Sales

Panel of readers provides advertisers with marketing data . . . Growing number of ad agencies deny liability for payment. Page 17.

Editorial

Rates for assigned magazine photography vary dramatically . . . Editors like speed, ease, cleanliness of electronic editing. Page 25.

Production

Medium- to small-circulation magazines to use multiple printers . . . Fewer small printers means fewer choices, tougher contracts . . . Time-stamped press pulls from printer may save make-goods. Page 31.

Single-Copy Sales

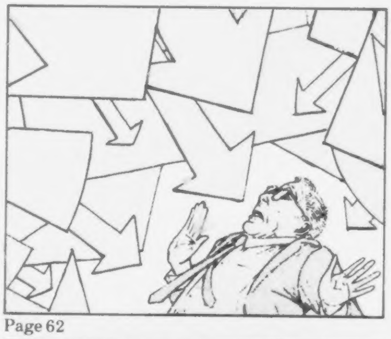
Tension between publishers' reps and wholesalers surfacing . . . Publishers' demands on field reps' time unrealistic, excessive . . . Chain authorizations may soon reflect individual store needs. Page 41.

Magazine Watch

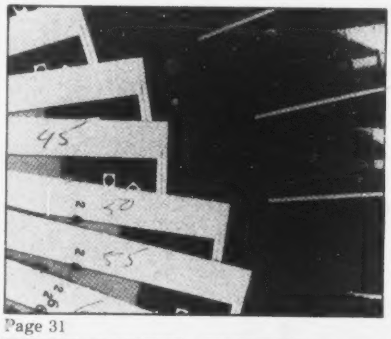
AmEx takes control of *Food & Wine* . . . *Financial Review* now accepting ads . . . Z-D joint publishers of *Pace Magazine* . . . Petersen buys *Sea* from CBS. Page 46.

FACES

Ira Ritter of *Playgirl*........................57
Dale Lang of *Working Woman*.........59



Page 62



Page 31

Page 41

Page 88

Page 57

FEATURES

Experts look at '81: Tough year ahead

By Barbara Love

1981 will be the year of the profit squeeze for many magazines whose incomes are not expected to keep pace with rising costs, according to interviews with two dozen publishing experts. Page 62.

How to use an 800 number to boost circulation

By Jim Atkins and Dave Gotthelf

An 800 number offers a subscriber an alternative to filling out a card and mailing it. The authors explain why no publisher can afford to ignore the profit possibilities of 800 numbers. Page 72.

How good are your editors?

By Rob Sgarlata

There is room for improvement in every editor. By conducting editorial performance evaluations, management can pinpoint weak areas and discover hidden talent. Page 78.

Folio 400 1980: corrections and clarifications. Page 68.

DEPARTMENTS

Calendar..55
Classified..99
Publishers marketplace.................100

COLUMNISTS

Eliot Schein on direct mail..............84
Ron Scott on single-copy sales........86
Jeff Parnau on production...............87
John Peter on design........................88
John Klingel on circulation
management..................................90

Cover design: Steve Phillips

Folio 400
Corrections and clarifications

This article details both errors and omissions from The Folio 400 published in September. The Folio 400 was designed to be used as a year-long reference source. Therefore, instead of listing "errata" on some obscure page of the magazine, we chose to describe each error in detail, paying particular attention to all of the secondary ranking effects on both the spin-off tables and the market share analyses.

For each magazine in the study, 10 measurements were taken. Each of these measurements was then used to compute various rankings and rerankings. Therefore, one error often results in paragraphs of explanation.

For example, a single error in the estimated number of ad pages will directly affect rankings on the chart listing magazines by ad pages, as well as the market share chart of ad pages. It will also probably have the secondary effect of changing the calculation of ad revenues, which in turn affects all tables with ad revenue figures. Finally, a change in ad revenues creates a new total revenue figure—and still more changes.

We have detailed all of the "chain reactions" created by each error reported in this article.

One of the purposes of The Folio 400 is to provide a basis for comparison of the relative positions of magazines within the industry. The value of the study as a comparative tool remains largely unaffected by the errors listed below.

FOLIO hopes that readers who intend to use The Folio 400 as a reference source throughout the year will correct their copies. In order to make this process as easy as possible, the corrections have been organized into three separate sections.

The first section, which starts below, describes the errors and their implications on a magazine-by-magazine basis.

The second section, available free of charge by mail, consists of page-by-page instructions for correcting the errors. By following the instructions, you can incorporate all late corrections into your copy of The Folio 400.

The third section, also available by mail, consists of correction patches, in a cut-and-paste format, for all pertinent charts. These patches, for readers who prefer not to pencil in corrections by hand, are available free of charge, along with the page-by-page correction instructions described above. Both may be obtained by sending in the post-paid card provided in this issue, or by writing to FOLIO, 125 Elm Street, P.O. Box 697, New Canaan, CT 06840.

Finally, the editor has notified magazines in the marketplace of the corrections being made, so that inaccurate figures will not be used by affected magazines' competitors.

Jay Walker,
Research Director

The following is a description, magazine by magazine, of those errors of which we are aware and their direct implications. These magazines are not listed in the order in which they appeared in the study.

Aviation Week and Space Technology

This magazine was cited in a footnote on page 174, the General Aviation Marketshare Analysis, but was left out of all the tables within that section. The marketshare rankings should be recomputed to reflect the addition of this magazine.

In the General Aviation Market, *Aviation Week and Space Technology* is first in total revenue with $14,359,000 (41.3%); first in ad revenue with $11,022,000 (44.7%); first in ad pages with 2,426 (49.7%); first in subscription revenue with $3,337,000 (37.3%); third in average circulation with 101,754 (13.2%); first in gross unit revenue with $141.12; first in advertising unit revenue with $108.32; and first in circulation unit revenue with $32.80.

Aviation Week and Space Technology was originally listed in an exceptions box that erroneously described it as too small to be in this market.

Bon Appetit

Bon Appetit appeared correctly on Table A showing gross revenue of $19,762,000. However, the components of that $19.7 million that came from subscription revenues and newsstand revenues were left out.

Newsstand revenue for *Bon Appetit* was $2,285,000, which would rank it 97th on Table F (Top 100 Consumer Magazines by Newsstand Revenue). *Bon Appetit* also had subscription revenues of $9,261,000, which would rank it 39th on Table L (Top 50 Consumer Magazines by Subscription Revenue).

Bon Appetit was also left out of the Lifestyle: dual audience marketshare analysis, in which it should have appeared. To include it in this marketshare, the following changes should be made.

Gross revenue of $19,762,000 ranks it fifth in total revenue (9.4%); $8,216,000 ranks it fifth in ad revenue (8.8%); $9,261,000 ranks it second in subscription revenue (11.7%); $2,285,000 ranks it fifth in newsstand revenue (6.1%); 875 ranks it sixth in ad pages (7.4%); $17.50 ranks it 11th in gross unit revenue; $7.30 ranks it ninth in advertising unit revenue; and $10.22 ranks it tenth in circulation unit revenue.

Business Insurance

This magazine, published by Crain Communications, was left out of The Folio 400 study. It should have appeared as follows:

Total dollars: $3,060,000; ad dollars: $2,751,000; subscription dollars: $309,000; newsstand dollars: $0; ad pages: 1,202; average circulation: 36,511 controlled; gross unit revenue: $83.81; ad unit revenue: $75.35; circulation unit revenue: $8.46.

The magazine should be ranked 384th on the main table of the study.

It also should be ranked 50th in gross unit revenue of business magazines on Table S, and 49th on ad unit revenue of business magazines on Table T.

Prevention

A missing digit in the circulation of *Prevention* magazine created several corollary errors. Reported circulation of 264,344 was incorrect. It should have been 2,264,344. The result is that *Prevention*'s subscription revenue should have been reported as $20,379,000. This brings its total revenue to $32,668,000. Unit revenues therefore also change. Gross unit revenue should be $14.43; ad unit revenue should be $5.55; and circulation unit revenue should be $8.88.

Prevention's rank on Table A jumps from 118 to 40. Its rank on Table B (Average Circulation) should be 30th, and its rank on Table E (Subscription Copies) should be 15th. Its rank on Table H (Total Revenue, Monthlies) should be 21st, and its rank on Table L (Subscription Revenue) should be 15th. *Prevention* should be deleted from number 27 on Table N and it should also be deleted from number 10 on Table O.

Prevention magazine was also excluded from the marketshare analysis in error. The magazine should be correctly included in the Lifestyle: dual audience publications.

Prevention should be first in total revenue in this market with a 13.4% marketshare ($32,668,000). It should also be first in subscription revenue with 20.5%; first in average circulation with 2,264,344; and fourth in ad revenue with 11.6% of the market. *Prevention* is also third in ad pages with 9.9%, though it ranks last in newsstand revenue since the magazine is not sold on newsstands. *Prevention* ranks thirteenth in gross unit revenue with $14.43; twelfth in circulation unit revenue at $8.88; and eighth in advertising unit revenue at $5.55.

McCall's Needlework and Crafts

This magazine was one of the few quarterlies to make The Folio 400. Unfortunately, due to a programming error the computer interpreted the quarterly as a single issue and proceeded to quadruple the correct figure. Recomputation produces substantial changes in the listing for *McCall's Needlework and Crafts.*

Total dollars drops from a reported $43,288,000 to $10,288,000. Ad revenues remain unchanged, but subscription revenues drop from a reported $18,000,000 to zero. Newsstand revenues also drop substantially from $24,000,000 to $9,000,000, while average circulation drops from 4,500,000 to 1,125,000.

Also, average subscriptions drops from 1,500,000 to none, while average copies sold on the newsstand drops from 3,000,000 to 1,125,000.

Gross unit revenue drops from $9.62 to $9.14, and ad unit revenue increases from $0.29 to $1.15. Finally, circulation unit revenue decreases from $9.33 to $2.00. Ad dollars remain unchanged.

The effects of all these changes are as follows: Rank on Table A drops from 32 to 142. Rank on Table B (Circulation) drops from 16 to 65, while rank on Table E (Subscription Copies) drops from 27 to off the table. Rank on Table F (Newsstand Revenue) drops from 14 to 41, while rank on Table G (Newsstand Copies) drops from 8 to 17. The magazine drops entirely off Table L (Subscription Revenue), and on Table Q (Retail Profit) goes from 3 to 10.

The magazine also drops in rank on many of the Women's Special Interest marketshare tables. On the total revenue table it drops from 1st to 5th (10.7%). On subscription revenues, it drops from 1st to 10th with 0%, and on newsstand revenues it maintains its first position but drops its marketshare from 52.6% to 29.4%. Average circulation drops from 1st to 5th (11.5%), ad unit revenue increases from 10th to 7th, and circulation unit revenue drops from 4th to 6th.

Industrial Maintenance and Plant Operation

Due to an error in calculations, the number of ad pages for *Industrial Maintenance and Plant Operation* (*IMPO*) was understated.

The correct number of ad pages that should have been reported for *IMPO* in the Plant Engineering Marketshare is 1,568 instead of the 697 that was reported. This would put it fifth on the ad page marketshare table with 12%.

IMPO should also appear on Table R (ad pages - business) in the 65th position.

High Society

Because three special issues were erroneously included in the calculations for *High Society, High Society*'s revenues were overstated.

The computer used a frequency of 15 times per year instead of the correct frequency of 12 times.

The result is a reduction in gross revenue from $21,240,000 to

(Continued on page 94)

**CONGRATULATIONS
IMPO
ON YOUR 20%
INCREASE IN THE
FOLIO 400 RANKING
AND
A WHOPPING
28% BOOST IN
VOLUME!
AT FARLEY,
WE ARE HAPPY
WE COULD HELP**

**January ranking - 357th
September ranking - 297th**

**January FOLIO report-
$3,161,000**

**September FOLIO report-
$4,048,000**

Business
Publication
Representatives

FARLEY

35 East Wacker Drive
Chicago Illinois 60601
Phone 312/346-3074
Offices New York
Cleveland St Petersburg

Folio 400 corrections

(Continued from page 71)

$16,609,000. Gross unit revenue should be adjusted to $31.80, and newsstand dollars to $15,945,840. Circulation unit revenue should be $30.73.

High Society's rank in The Folio 400 should drop from 61 to 80. Within the Men's Entertainment marketshare analysis, *High Society*'s rank on the total revenue table drops to 7 (3.0%). Gross unit revenue in its marketshare also drops from 1st position to 9th, and circulation unit revenue within the market drops from 1st to 8th.

Boys' Life

Newsstand revenues for *Boys' Life* magazine were overstated. The result is that newsstand revenue should be only $4,301 instead of $4,301,000. Therefore, in the Youth Marketshare on the newsstand revenue chart, *Boys' Life* drops from 2nd to 8th with only .5% of the market.

Redbook

Though *Redbook*'s figures were reported correctly in The Folio 400, it was left out of several tables for which it qualified.

In alphabetical order by Table, the corrections are as follows: *Redbook* should be 16th on Table B (Average Circulation) with 4,377,375, and should be 19th on Table C (by advertising dollars) with $49,691,804. *Redbook* should also be 52nd on Table D (by advertising pages) with 1,491, and should be 12th on Table E (by number of subscribers) with 3,416,012.

It should also be 27th on Table F (by newsstand dollars) with $14,420,453, and should be 10th on Table H (monthlies by total revenue) with $89,072,022. *Redbook* should be 16th on Table J (monthlies by ad pages) with 1,491, and should be 8th on Table K (monthlies by ad revenue) with $49,691,804. Finally, *Redbook* should be 14th on Table L (by sub revenues) with $24,959,766.

Farm Journal

One of two significant errors made in the Farm Marketshare tables involved *Farm Journal*, whose figures were incorrectly input into the computer. A substantial understatement of its total revenue and other figures resulted. The correct figures for *Farm Journal* should read as follows:

Total dollars should be $29,172,000; advertising dollars were $23,011,000; ad pages were 834; subscription dollars were $6,161,000; average circulation was 1,336,462; gross unit revenue was $21.83; advertising unit revenue was $17.22; and circulation unit revenue was $4.61.

With these corrections, *Farm Journal* becomes the largest of all business magazines, exceeding *Women's Wear Daily*, which was reported as being the largest (see Table X).

Within the Farm Marketshare, there are also a significant number of changes based on these corrections. *Farm Journal* is now first in total revenue with $29,172,000 (28.8%) and is also first in ad revenue with $23,011,000 (25.9%). *Farm Journal* is 6th in ad pages with 834 (7.7%), while it is 2nd in subscription dollars with $6,161,000 (30.8%). It is also 6th in gross unit revenue with $21.83; 7th in ad unit revenue with $17.22; and 7th in circulation unit revenue with $4.61.

Farm Journal should be 3rd on the Table that ranks business magazines by subscription revenue (Table V); the figure should read $6,161,000.

Ohio Farmer

The other significant error in the Farm Marketshare was the omission of *Ohio Farmer* from the study. Figures for *Ohio Farmer* should read as follows:

Total dollars are $3,559,000; ad dollars are $3,183,000; ad pages are 1,007; subscription revenue is $376,000; average circulation is 101,454; gross unit revenue is $35.07; ad unit revenue is $31.36; and circulation unit revenue is $3.71.

Ohio Farmer should also have been factored into the Farm Marketshare tables with the following results: It is 9th in total revenue with $3,559,000 (3.5%); and is 8th in advertising revenue with $3,183,000 (3.6%). It is 5th in ad pages with 1,007; 9th in subscription dollars with $376,000 (1.9%); 8th in average circulation with 101,454 (2.6%); and is 5th in gross unit revenue with $35.07. It is also 5th in ad unit revenue with $31.36, and 9th in circulation unit revenue with $3.71.

Ohio Farmer should also be 99th on Table S (Gross Unit Revenue, Business) with $35.07, and should be 98th on Table X (Total revenue, business) with $3,559,000.

Philadelphia Magazine

An error in reported ad dollars for *Philadelphia Magazine* created several secondary errors as well. Advertising dollars should have read $4.2 million instead of $2.4 million. This increases total dollars from $4,146,000 to $5,926,000. It also increases gross unit revenue from $29.93 to $42.79, while increasing ad unit revenue from $17.47 to $30.33.

Philadelphia Magazine therefore moves up on the main table from 293 to 221. It also increases on Table N (gross unit revenue) from 73 to 33, and is now on Table O (Ad Unit Revenue) in position number 27.

IEEE Spectrum

Several errors occurred in the figures for *IEEE Spectrum*. Ad dollars should read $2,465,000 instead of $2,125,000. Average circulation should have read 184,984 instead of 182,347. Subscription income was understated and should have read $986,000 instead of $701,000.

The result is to increase total revenues to $3,451,000 from $2,826,000. Gross unit revenue increases from $15.50 to $18.67, while ad unit revenue increases from $11.65 to $13.33 and circulation unit revenue from $3.85 to $5.33.

IEEE Spectrum rises from 400 on Table A to rank 351. It also rises in rank on Table W (Average Circulation - Business) from 24 to 23.

Computer Design

In this case, a dropped digit made a large difference. We incorrectly reported the ad pages for *Computer Design* at 169 instead of 1,699. The result is that in the Electronic News Marketshare, *Computer Design* should read 6th in ad pages with 7.6% of the market. It should also be 56th on Table U (Ad Pages - Business).

Quest

Quest's advertising dollars should read $1,378,311, not $137,311. This increases its total dollars from $2,989,000 to $4,230,000. *Quest*'s rank on the main table moves up from 384 to 283.

Consumer Reports

Two figures were incorrectly reported. The $25,000,000 that was reported as ad revenue should have been subscription revenue, and the $1,814,000 reported as subscription revenue should have been newsstand revenue. Ad unit revenue, therefore, naturally dropped to 0, while reader unit revenue was adjusted to $11.93.

Consumer Reports appears on Table C (Ad Revenue) at 29th when in fact it should not be on that Table at all since *Consumer Reports* does not take advertising. It should also be deleted from its marketshare table under ad dollars. The magazine is first in its marketshare in subscription revenue with $25,000,000

(38.3%), and it is 2nd in the newsstand dollar table within the market with $1,814,000 (43.8%).

Electronic Engineering Times
This magazine's total revenue and advertising dollars were overstated. Correct total dollars should be $5,500,000 instead of the $7,000,000 reported. All of this revenue comes from advertising and, therefore, the advertising figure should be adjusted as well. Advertising and gross unit revenue should also be adjusted downward from $75.06 to $58.97.

EET's rank on the main table drops from 197 to 234. It should be deleted entirely from Table T (Business Magazines by Ad Unit Revenue). On Table S it drops in rank from 53 to 66. Also, on Table X (Total Revenue - Business) the magazine drops from 43 to 56.

Within the Electronics Marketshare, *EET* remains number 5 in total revenue with $5,500,000 (9.3%) as well as number 5 in advertising revenue with 9.9% of the market.

The Blood-Horse.
This is a trade magazine for owners and racers of thoroughbreds. It was erroneously left out of the entire study. The following figures apply to *The Blood-Horse* for 1979.

Total dollars were $3,577,000; ad dollars were $2,934,000; subscription dollars were $626,000; newsstand revenues were $17,520. *The Blood-Horse* had ad pages of 5,744; an average circulation of 15,135. Its gross unit revenue was $236.34. Its frequency was 59 times a year. Its circulation unit revenue was $39.39, and its ad unit revenue was $193.85.

The Blood-Horse should have appeared on several spin-off tables. It should have been 4th on Table R (Ad pages - business); 8th on Table S (Gross Unit Revenue - business); 5th on Table T (Ad Unit Revenue - Business); 5th on Table U (Circulation Unit Revenue - Business); and 98th on Table X (Total Revenue -Business). It also should be ranked 333rd on Table A.

Pensions and Investments
1979 gross revenue for this magazine was overstated by approximately $1,000,000. Therefore, the magazine should not be included in The Folio 400 at all, and should be deleted from all tables and positions.

Mad Magazine Specials
Specials are those issues of *Mad* magazine which are not the regular subscription issues. *Mad* magazine publishes a series each year of larger issues. We reported $5,810,000 worth of subscription revenues for the *Mad Specials,* when that figure should have been newsstand revenues. Therefore, the magazine should rank number 56 on Table F (Magazines by Newsstand Revenue).

Modern Salon
Modern Salon magazine was incorrectly classified as a Consumer Magazine in The Folio 400. It should have been ranked with the Trade Magazines.

Therefore, delete *Modern Salon* from Table N (gross unit revenue) where it is number 44, and delete it from Table O (advertising unit revenue) where it was number 40. Add *Modern Salon* to Table S (gross unit revenue - business) as number 47 and add it to number 38 on Table U (Circulation unit revenue -business). It should also be number 26 on Table V (Subscription Revenue - business); and number 36 on Table W (Average Circulation - business). On Table X it should be number 65 (total revenue -business).

American Metal Market
American Metal Market is another large trade publication that was omitted from the study. This Fairchild publication serves the metal manufacturing market.

Total revenue for *American Metal Market* in 1979 was $8,042,000. Of this, ad dollars accounted for $5,550,000 and subscription dollars for $2,492,000. Circulation for *American Metal Market* is 50,038 for the largest edition (Monday edition). Ad pages were 2,872 in equivalent 7 x 10 units. Gross unit revenue was $160.72, of which $110.91 was ad unit revenue and $49.81 was circulation unit revenue. *American Metal Market* would rank 177th on the main table of The Folio 400. Other rankings would include 29th on Table R (ad pages -business) with 2,872; 17 on Table S (gross unit revenue - business) with $160.72; and 23rd on Table T (ad unit revenue -business) with $110.91. The magazine also ranks third on Table U (circulation unit revenue - business) with $49.81; and 18th on Table V (subscription revenue - business) with $2,492,000. Finally, the magazine would rank 34th on Table X (total revenue - business) with $8,042,000.

American Metal Market would also be one of the leaders in the metal manufacturing market share. In total revenue, *American Metal Market* is first with $8,042,000 (27.7%), second in ad pages with 25.0% of the market, and second in advertising revenue with $5,550,000 (21.0%). *American Metal Market* is sixth in circulation with 50,038 (10.7%), and first in both gross unit revenue and advertising unit revenue with $160.72 and $110.91 respectively.

Science
Science magazine was erroneously left out of the study.

This is especially unfortunate in light of the fact that it is *Science* magazine's 100th anniversary, and because the science field, of which *Science* is an important member, is growing by leaps and bounds. *Science* magazine is a trade magazine for scientists and other researchers.

Correct figures are as follows: Total dollars were $11,280,000; advertising dollars were $5,430,000; subscription dollars were $5,850,000; circulation was 152,347. Ad pages were 1,681; gross unit revenue was $74.04; advertising unit revenue was $35.64; and reader unit revenue was $38.40.

The magazine should have ranked 129 in The Folio 400, and 58 on Table R (ad pages - business) with 1,681 pages; it should have ranked 56 on Table S (Gross unit revenue - business) with $74.04, and it should rank 6th on Table T (Ad unit revenue -business) with $38.40. *Science* should also be number 4 on Table V (Subscription revenue -business) with $5,850,000, and 30th on Table W (Average circulation -business) with 152,347. Finally, *Science* magazine should be 18th on Table X (Total revenue -business) with $11,280,000.

Today's Education
Here is another case where a dropped digit caused a distortion of the rankings within a market. *Today's Education* had a reported circulation of 1,686 in its marketshare (Education) instead of 1,686,000. *Today's Education* should be first within the Circulation Table of that marketshare, with 75.6% of the entire circulation of the market.

Organic Gardening
Though *Organic Gardening*'s figures were reported correctly in The Folio 400, the magazine was left out of the appropriate marketshare. Therefore, *Organic Gardening* has now been included in the home service marketshare. By introducing *Organic Gardening* into this marketshare, the following results occur. *Organic Gardening* places 8th in total revenue with 2.8% of the market. It places 9th in

advertising revenue with 1.8%; 9th in ad pages with 6.0%; and 5th in subscription revenue with 5.5%. The magazine ranks only 14th in newsstand revenue with .3%. However, it manages to rank 5th in average circulation with 5.2%. Concerning unit revenues, *Organic Gardening* ranks 12th in gross unit revenue with $12.46; 11th in advertising unit revenue with $4.56; and 13th in circulation unit revenue with $7.90.

Time

Time magazine's figures were also reported correctly in The Folio 400. However, the magazine was left out of one spin-off table, Table I, which is Top 50 Consumer Weeklies by Total Revenue. Naturally, *Time,* with its $356,631,000 total revenue, should have ranked second on this table.

People

Correct ad page count for *People* is 3,518 pages, not 3,612 as reported. This does not affect *People's* rank in any table.

Travel Trade

Reported ad pages for *Travel Trade* magazine were overstated. The correct ad page count is 2,078. This decreases total ad revenue to $2,837,000 from $7,084,000. Gross unit revenue drops to $120.23, and ad unit revenue to $116.17. Total revenue changes to $2,936,084.

Rank on Table A drops from 192 to 391. Rank on Table R (Ad Pages - Business) drops from 2 to 43. Rank on Table S (Gross Unit Revenue - Business) drops from 3 to 24. Rank on Table T (Ad Unit Revenue -Business) drops from 3 to 20. Rank on Table X (Total Revenue -Business) drops off the table from number 39.

TV Guide

In the sidebar on page 14, newsstand sales for *TV Guide* are incorrectly stated as 2,223,143. The correct figure should be 12,223,143 newsstand copies sold per issue, which is the largest newsstand circulation of any magazine.

Electronics Marketshare

In this market, two tables were incorrectly headed. The headings "Subscription Revenue" and "Ad Pages" should be switched.

Culinary Market

This market also had incorrect headings on two tables. The headings labeled "Ad Pages" and "Subscription Revenue" should be switched.

Lifestyle: dual audience

This market had four tables with incorrect headings. The headings for "Ad Pages" and "Subscription Revenue" should be switched. The headings on "Average Circulation" and "Newsstand Revenue" also should be switched.

Men's Service

The headings for "Ad Pages" and "Subscription Revenue" were inadvertently switched. By reversing the headings on these two tables, the market is corrected.

Late corrections

The following corrections came in at press time:

Black Enterprise

The correct circulation for *Black Enterprise* is 232,083, not the reported 221,976.

Automotive News

Ad unit revenue was incorrectly reported as $27.30. The correct figure is $75.55. Also, circulation unit revenue was accidentally omitted. It should read $27.30. This ranks *Automotive News* first in their market in circulation unit revenue.

AutoWeek

AutoWeek is a consumer magazine, but was listed as a trade publication. The magazine should have been included in the calculations on page 149.

House & Garden

Estimated 1979 circulation was understated by 50,000. The correct figure should be 1,059,820.

National Geographic World

National Geographic World was erroneously omitted from The Folio 400. It should have been included.

National Geographic Magazine

Newsstand revenues for *National Geographic Magazine* were incorrectly reported as $51,735,000. The correct figure is $51,735. Consequently, the magazine should be deleted from Table F, Top 100 Magazines by Newsstand Revenue. In the General Interest/Humanities marketshare analysis, *National Geographic* drops from first on the Newsstand Revenue table to between fifth and sixth.

Newsweek

Newsweek magazine should have been included in Table I (Top consumer weeklies). With total revenues of $254,360,000, the magazine ranks 3rd after *Time* magazine.

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ANNUAL PRODUCTION SURVEY

JANUARY 1981 VOL. 10 NO. 1

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UPDATE

Advertising Sales

Ad agencies see 1981 as stable to improved year for magazines ... Business magazine total audience issue raised again ... MPA creates The Kelly Award. Page 5.

Circulation

9-digit Zip opens sub/ad marketing opportunities ... 'Agents can be valid, profitable subscription source within mix' ... Incentive needed for second class use of 9-digit Zip ... *Esquire* editors write promotion pieces. Page 12.

Editorial

More editors trained to take photos ... Flexibility is the key to stretching editorial staff in tight times ... Advance planning cuts editorial travel expenses ... Editor gives tips on improving phone interviewing ...Page 19.

Management

Adjusted figures show magazine profits down 9.1% in 1979 over 1977 ... New technology poses personnel challenge ... Time Inc. fears MPA 'neutralized'; threatens resignation. Page 26.

Single-Copy Sales

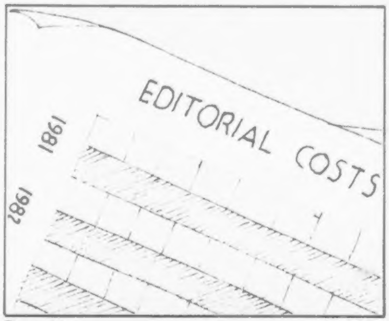
Wholesalers' survey: anti-obscenity pressures widespread ... Innovative marketing getting *Inside Sports* into direct sales outlets ... Waldenbooks opens magazine stores. Page 39.

Magazine Watch

East Coast Publications, Inc. buys three magazines ... UMP buys *High Technology* ... Ziff-Davis acquires *Uniques* ... *Soap Opera Digest* purchased ... ITBP buys weekly shipping magazine. Page 45.

FACES

Pamela Fiori of *Travel & Leisure*.. 49



Page 19

Page 49

Page 28

Page 39

Page 83

FEATURES

Folio's first annual production survey

By Barbara Love

Production executives representing 559 magazines reveal their thoughts on rising costs, paper supplies and other issues, in the first Folio production survey. Page 55.

Five-year paper forecast

By Barbara Love

Is the paper shortage over? Are publishers now in a position to bargain, or must they beg? What is the longterm outlook? No one seems to agree on the answers. Page 64.

Negotiating your printing contract: How to control escalation

By Edward L. Smith and
Jeffery Parnau

After negotiating the initial price schedule in your printing contract, the next step is to impose controls on the increases the printer can charge during the term of the contract. Publishers who ignore this step are playing a very dangerous game. Page 71.

Point of view: Are editors necessary?

By Henry A. Grunwald

The answer should be obvious, but the reasons may not be. Page 75.

COLUMNISTS

John Peter on design............. 82
Eliot Schein on direct mail........ 88
Jeffery Parnau on production..... 91
Ron Scott on single-copy sales.... 95
John Klingel on circulation management.................. 96

DEPARTMENTS

Calendar........................ 47
Classified....................... 98
Publishers Marketplace......... 100

Cover design: Steve Phillips

UPDATE

Management

Pre-tax profits for magazines 8.27% in 1979

New York City—The MPA Price Waterhouse Financial Survey for 1979 provides important information on the performance of the magazine industry during these unstable economic times. The 155 magazines providing figures for 1979 showed an operating profit (pre-tax) of 8.27 percent. Assuming corporate taxes of 46 percent, respondents' net income for 1979 was 4.47 percent.

How does this 4.47 percent compare to the net income of related industries and to that of the American economy in general? The American Association of Advertising Agencies reported an average net profit of 4.59 percent for incorporated agencies in 1979, while the National Association of Broadcasters computed a 3.13 percent rate for radio stations responding to its annual financial survey. The Fortune 500 shows a 5.4 percent net for 1979, while The Forbes 500 shows a 5.8 percent net for the year.

For the first time, the MPA Survey has examined the effects of inflation on the industry. For the 101 titles which have reported in each of the last three years, pre-tax operating profit for the 1977-1979 period was up 11.8 percent. However, when this figure is adjusted for inflation using the GNP deflator, operating profit for the period shows a decline of 4.3 percent.

Total revenues for the 101 magazines that have participated in the study over the past three years are up 14.4 percent in 1979 over 1978. Breaking down total revenue, 55 percent came from advertising and 45 percent from circulation. Circulation revenue as a percent of total magazine revenue has increased substantially over the years, according to MPA.

In 1979, costs per one million copies were as follows: $1,229 for paper, $1,220 for printing and binding, $946 for subscription distribution, and $218 for single-copy distri-

Summary of responses to MPA financial surveys for those publishers responding in each of the years 1977-1979

(Amounts expressed as a percentage of total magazine revenues)

	Percentages		
	1977	1978	1979
Total number of magazines reporting	96	100	101
Revenue			
Net advertising revenues	55.69	55.99	55.20
Gross subscription revenues	30.61	29.93	30.15
Gross single copy revenues	13.70	14.08	14.65
Total magazine revenues	100.00	100.00	100.00
Expenses			
Advertising			
Selling costs	5.75	5.45	5.09
Research and promotion costs	3.21	2.96	2.91
Total advertising expenses	8.96	8.41	8.00
Circulation			
Commissions to subscription agencies	5.91	5.24	4.82
Other subscription promotion costs	6.16	7.24	7.47
Commissions on single-copy sales	2.51	3.16	4.12
Other single-copy promotion costs	1.30	1.38	1.72
Fulfillment costs	2.69	2.45	2.37
Total circulation expenses	18.57	19.47	20.50
Editorial costs	8.12	7.80	7.90
Manufacturing and Production			
Paper costs	17.94	18.30	17.68
Printing and bindery costs	18.83	18.09	17.55
Total manufacturing and production expenses	36.77	36.39	35.23
Distribution expenses	7.67	8.45	9.41
Other operational expenses			
First class postage costs	1.57	1.44	1.32
Third class postage costs	1.60	1.50	1.40
Other postage and operating costs	1.00	.93	1.06
Total other operational expenses	4.17	3.87	3.78
Administrative costs	4.36	5.72	5.94
Total magazine costs	88.62	90.11	90.76
Operating profit	11.38	9.89	9.24

Source: MPA/PW 1979 Survey

bution.

Other important operating statistics for 1979: single-copy returns averaged 34.6 percent; the ad:edit ratio was 48:52, while the subscription:single-copy ratio was 75:25.

Another new feature in this year's Survey is a breakout by circulation category of operating profit figures. This analysis shows that magazines with circulations over two million had pre-tax profits in 1979 of 9.40 percent of total magazine revenues. The least profitable magazines were those with circulations of 250,000 to 500,000, which showed a pre-tax profit of 1.43 percent of total magazine revenues. Weekly and bimonthly magazines had a pre-tax profit of 12.42 percent.

Pre-tax profits in 1979 as a percentage of total magazine revenues by circulation categories

Less than 250,000	250,000-500,000	500,000-750,000	750,000-1,000,000	1,000,000-2,000,000	over 2,000,000	weeklies/biweeklies
6.90%	1.43%	5.06%	5.45%	2.15%	9.40%	12.42%

Magazine revenues as a percent of total

	1977	1978	1979
Net ad revenues	55.69	55.99	55.2
Gross sub revenues	30.61	29.93	30.1
Gross S/C revenues	13.70	14.08	14.6
Total revenues	100.00	100.00	100.0

Average pre-tax profits for magazines 1977-1979

	Unadjusted pre-tax profits	Pre-tax profits adjusted for inflation
1977	$1,921,000	$1,921,000
1978	$1,929,000	$1,797,000
1979	$2,040,000	$1,747,000
	Percent change from 1977 to 1979: +6.2%	Percent change from 1977 to 1979: -9.1%

Source: MPA/PW 1979 Survey

New technology poses personnel challenge

Syracuse, New York—Technological developments in magazine publishing—particularly electronic editing and the database concept—pose a challenge to management to keep employees creative and motivated, according to Barbara Hampson, vice president of Miller Freeman Publications.

Other changes that the industry must address through personnel programs, says Hampson, are mergers and acquisitions, and the influx of women into business magazines that often serve industries dominated by men.

Hampson, who was this year's "Beard" lecturer at Syracuse University's S.I. Newhouse School of Public Communications, said that publishing industry changes threaten personal satisfaction at a time when, ironically, personal satisfaction and the quality of life are becoming dominant career values.

"The potential inherent in electronic editing systems for impersonal, mechanistic, anonymous work—no matter how productive—poses a threat to the human vitality of the business press today—a threat we must not let become a reality," said Hampson, whose company recently installed full photocomposition systems.

The technology available today makes it possible for an editor "to write, edit and lay out an article without ever handling paper or meeting face-to-face with other editors, compositors, production people or paste-up artists," she noted.

Databases, or the expansion of publishers' information services, could also result in less personal communication among people in the business press, Hampson warns. It could become unnecessary, from a technical point of view, for people in a company to communicate in person.

"The resulting reduction in human interaction would take much of the positive meaning out of the reality of a 'business community,' " she said.

Another significant change affecting the communications industry is the number of industry mergers and acquisitions. Hampson said this trend is making the independent publisher an endangered species, and is contributing to the emergence of the impersonal corporation as a normal working environment. "What gets neglected here is the development and encouragement of our most vital resource—people," Hampson said.

The influx of women into the business press is still another change affecting human relations, Hampson points out. "This presents a challenge to the business press—which often serves industries where heavy equipment and male dominance have been the rule," she said.

Further, "the forces of depersonalization conflict directly with the aspirations of any under-represented group seeking visibility, acceptance and participation in the decision-making process."

To counter the changes in the business press that threaten personal communications, management should set up human-resources committees and programs aimed at reinstituting personal interaction in their companies, Hampson contends.

Miller Freeman has established a human resources committee that meets annually. It consists of the president, Marsh Freeman; Hampson, who is chief personnel officer; an outside practicing psychologist, Ed Kahn; and company department heads.

The psychologist is also available to all Miller Freeman employees for personal or professional consultation. "We respect the complete privacy of his individual communications with the staff," Hampson adds.

Hampson said that the idea of using a consulting psychologist came from another magazine publishing

The first Folio Magazine Production Trends Survey polls production executives representing 559 magazines, revealing their thoughts on rising costs, paper supplies and other critical issues.

Folio's first annual production survey

By Barbara Love
Executive Editor

Production costs are expected to rise an average of 9.2 percent, according to an exclusive FOLIO Magazine Production Trends Survey covering 559 magazines. However, several magazines have budgeted for cost increases over 30 percent.

Seventy-six magazine production executives, many representing multiconsumer and business magazines, participated in the survey. Respondents are responsible for an average of 7.4 titles.

Distribution costs are expected to show the greatest increase in 1981 (11.3 percent), while composition costs are expected to increase the least (7.2 percent). For some magazines moving to in-house typesetting, composition costs will be reduced.

Paper costs will continue to rise, but not as fast as they have in the past. Paper costs are expected to rise 10.8 percent in 1981.

Production executives have made changes to alleviate paper cost increases, however. Almost one out of four (24 percent) respondents reported they will reduce the weight of text or cover stock for their magazines this year. Several others mentioned that they had already made this move in 1980. One executive, who changed to lighter-weight paper last year, said he might reinstate heavier paper in 1981 because of complaints about opacity.

While many production executives continue to feel that reducing the weight of paper is still the best solution to the problem of rising paper costs, many others choose to change to uncoated stock or a cheaper grade of paper.

Another alternative, mentioned by three respondents, is to move to uncoated or less expensive stock only for some sections or signatures. (Twenty respondents, or 26 percent of our sample, say they are already using uncoated paper as a regular part of their magazines.)

Other alternatives mentioned include passing along the higher costs to readers and advertisers (14 respondents); reducing the number of pages in an issue (6 respondents); reducing the trim size (6 respondents); reducing frequency (4 respondents); cutting circulation or press run (2 respondents); buying paper in bulk and storing it (2 respondents); delivering the magazine on microfiche or videotape (1 respondent).

Four respondents said flatly that there are no alternatives if paper costs continue to rise. They would just pay more.

More in-house pre-press work

Thirty-nine percent of respondents report they will be doing more in-house pre-press work in the future. The most frequently-mentioned change will be to in-house typesetting. But magazine production executives also mentioned plans to do the following pre-press work in-house: stats, ad preparation, stripping, color separations, shooting film, and capturing keystrokes for typesetting.

Half of all the respondents indicated that they already have in-house typesetting. When asked if they plan to purchase or replace in-house typesetting equipment in the next five years, 51 percent of respondents said "yes."

A strong interest in electronic editing systems was shown. Fifty-five percent of the respondents said they expect to purchase electronic editing systems in the next five years. The respondents indicating they expect to have electronic editing systems were generally the ones responsible for the larger numbers of magazines. However, seven respondents responsible for only one magazine, and eight respondents responsible for two magazines said they would make such a purchase.

Contracts with printers run anywhere from six months to eight years, with an average length of two years.

A small minority of production executives reports no specific-term printing contracts, and some have no contract at all. "I don't believe in them," said one respondent. Other production executives said they have "open" contracts, or work month by month.

When asked what provisions in the printing contract they would like to renegotiate before renewing, respondents mentioned cost escalations most frequently. They showed particular concern about pass-through of costs for employee settlements, price increases, and inflation clauses. One respondent wanted to set a maximum increase in the contract. Another wanted two-year price protection.

Production executives would also like to renegotiate those provisions which involve paper spoilage guarantees, incentives to conserve paper, delivery penalties, four-color costs, overs and unders on the press run, ink use on an actual instead of a per page basis, the ability to supply

> **"The biggest concerns of most production executives surveyed are the rising costs of labor, paper, printing and postage."**

more furnished material to the printer, and costs broken out by type of work performed and materials used.

Negotiate with printers

When asked if they would seriously negotiate with other printers before renewing their contracts, a larger percentage (80 percent) said they would.

Several criteria are of almost equal importance when selecting a printer, according to the survey results. Respondents listed quality (23 respondents); price or competitive price (18 respondents); reliability of service or ability to meet deadlines (18 respondents); equipment capabilities (11 respondents); and location, either for distribution and mailing or close to editorial for convenience (2 respondents).

Other criteria which respondents indicated are important to them in selecting a printer: financial stability, access to paper supply, attention to detail, personnel, compatibility, ability to cooperate.

Respondents feel printers can cut costs in the following ways: saving on materials, doing more long-range planning, keeping up with advances in technology, firmer negotiating with unions, cutting paper waste, reducing paper spoilage, watching overruns, working longer shifts and having 24-hour-a-day operations, improving labor efficiency, tightening control of press run quantities, massive or brokerage paper buying, updating equipment (faster make-ready, faster binders), increasing accountability of pressmen for waste and negligence, and giving publishers good advice on their prep work.

Better communications needed

Production executives have a great many ideas on how printers could better meet the needs of publishers. Most of them involve improved communication.

Respondents say they want printers to tell them about anticipated price changes, procedural changes or scheduling changes. The survey also reveals that they want printers to "communicate developing problems in advance," "admit errors when the printer is at fault," and "ask questions when they're not sure of instructions."

Several respondents stressed that they want printers to "anticipate problems in advance versus resolving the same problems time and time again."

Production executives also want help from printers—advice on the economic impact of decisions, suggested ways to save money in stripping, shooting, etc. "They should suggest as many cost-saving steps and procedures as possible," says one executive.

Respondents also want printers to understand the magazine publisher's problems better. "Printers need to understand the nature of our business," says one. "Printers have to understand the importance of advertising revenue to publishers," says another. "Most of all, a printer must *react* and respond when problems arise," says still another.

Not everyone thinks there is a lot of room for improvement, however. Some production executives took the opportunity to say they think printers are doing a pretty good job. "I feel the good ones are extremely responsive to us, often leading us," comments the production manager for three business magazines.

Ad reproduction quality okay

When asked if they are satisfied with the advertising reproduction quality in their magazines, the large majority (86 percent) said "yes."

Over half the respondents (57 percent) said they specify the use of SWOP standards in work with suppliers. Of those who do specify SWOP standards, over half report problems with cooperation from agencies, printers or separators.

Color is of increasing importance to publishers and production executives. Forty-one percent of the respondents said they are budgeting more color next year. On average, they are budgeting for 14.3 percent more advertising color and 10.6 percent more editorial color.

When buying four-color separations, the majority of production executives (57 percent) said quality is the most important consideration; 36 percent said price; and 10 percent said turnaround time.

Sixty-eight percent of respondents report that advertisers are demanding more quality reproduction today.

Most respondents (88 percent) do not expect to change their binding methods in the next two years. Of those few who do expect to change, more (78 percent) will change from saddle stitch to perfect binding than will change from perfect binding to saddle stitch (22 percent).

The need for more versatile binding capabilities was expressed by 34 percent of respondents.

Escalating costs biggest problem

The biggest concern of most of the production executives answering the survey is the rising cost of labor, materials, paper, printing, and postage.

Not only are rapidly rising costs a problem, one respondent points out, but predicting cost increases for budgeting is a problem.

The production manager for two monthlies says that his biggest problem is "top management's understandable demands for top quality products, while unable to fully understand and accept rapidly increasing prices in photoengraving, paper, and printing."

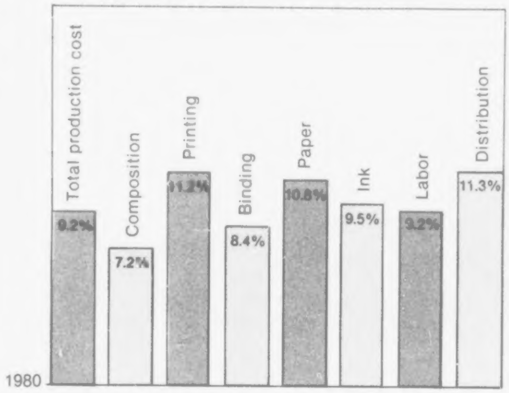
Maintaining a quality magazine was mentioned as one of the biggest problems (17 respondents). Also mentioned: gaining scheduling control and meeting deadlines (20 respondents); agencies that don't meet closing dates (8 respondents); editorial deadlines not observed (7 respondents); salesmen taking late ads (3 respondents); USPS regulations (3 respondents).

A number of other issues were cited as problems to one or more production executives. Among them: overtime production, deadlines over holidays, oversold printers, errors through lack of information, flexibility in advertising and editorial, reliable ad material, the increasing demand for tailor-made ad splits, over-sized ads, poorly informed advertisers, good reproduction on lighter-weight stock, affordable graphics and color work, electronic

Annual Folio Magazine Production Trends Survey

	Yes	No
Do you expect paper supply problems in 1981?	13%	87%
Are you now using uncoated paper as a regular part of your magazine(s)?	26%	74%
Are you planning to reduce the weight of text or cover stock in 1981?	24%	76%
Will your publication(s) be doing more in-house pre-press work in the future?	39%	61%
Do you have in-house typesetting?	50%	50%
Do you plan to purchase or replace in-house typesetting equipment in the next five years?	51%	49%
Do you plan to purchase electronic editing systems in the next five years?	55%	45%
Will you seriously negotiate with other printers before renewing your contract?	80%	20%
Are you satisfied with advertising reproduction quality in your magazine(s)?	86%	14%
Do you specify the use of SWOP standards in work with suppliers?	57%	43%
Are you budgeting for more color pages in 1981?	41%	59%
Are advertisers today more demanding of quality reproduction?	68%	32%
Do you need more versatile binding capabilities in the future?	34%	66%
Do you feel management is sufficiently interested in and sympathetic to production department problems?	63%	37%

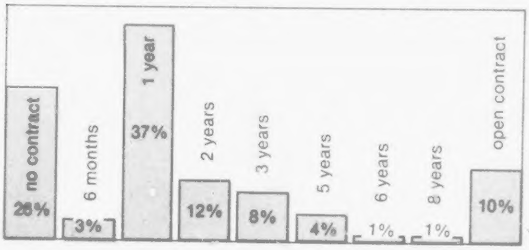
How much of an increase (%) have you budgeted in 1981?



What are the biggest problems facing magazine production managers today?

	respondents
Increased costs for labor, materials, paper, printing, postage	35
Maintaining quality magazine	17
Scheduling control, meeting deadlines	20
Agencies that don't meet closing dates	8
Editorial deadlines not observed	7
USPS regulations	3
Salesmen taking late ads	3

How long is your contract with your printer?

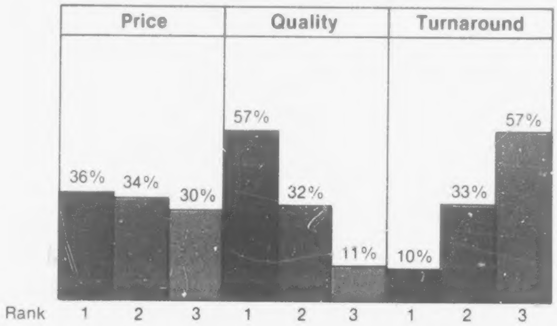


Please rank the three most important criteria for choosing a printer:

	respondents
Quality	23
Price	18
Reliability	18
Equipment capabilities	11
Location	2

When buying four-color separations, what is the most important to you?

Price?____Quality?____Turnaround time?____



What do you feel are the alternatives if paper costs continue to rise?

	respondents
Reducing the weight of paper	22
Moving to uncoated groundwood or cheaper stock	20
Moving to uncoated, groundwood only for some signatures or sections	3
Passing higher paper costs along to readers or advertisers	14
Reducing the number of pages in an issue	6
Reducing trim size	6
Reducing frequency	4
Cutting circulation or press run	2
Buying own paper in bulk and storing it	2
Delivering magazine on microfiche, videotape	1
No alternative	4

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technology, cooperation from suppliers, and associates who don't fully understand the reproduction process.

Technology highlighted

The most significant change in magazine production in the next five years will be in technology, according to many respondents to the survey. Respondents listed computer makeup of pages and burning directly into plates, bypassing negatives and stripping; typesetting via word processing; computer technology and lasers; electronic and print technology; computerized layouts; more automation; rotogravure preparation technology; in-house electronic editing and design.

While the overwhelming number of responses about the most significant change in magazine production focused on technology, some production executives believe the most significant development will be in other areas. Some of those other areas: growth of independent preparatory companies; better reproduction on lighter-weight stocks; greater use of newsprint; increasing use of gravure, more editions and circulation breakouts; trend to short-run specialized magazines; and the consolidation of effort with cost-cutting as a goal.

When asked to give their primary source for new technical information, 38 percent said the trade press, 30 percent said printer reps, and 14 percent, fellow executives.

Production executives were asked if they think management is sufficiently interested and sympathetic to production department problems. Sixty-three percent of respondents said "yes." But that leaves 37 percent who do not think they are sufficiently appreciated by management.

This survey may not be considered representative of the industry, but it does give indications of current problems and trends in magazine production. The percentages reported in this feature are based on the number of people responding to each question and not the total number of respondents to the survey.

Without industry-wide agreement about the paper situation, publishers don't know whether they should be begging or bargaining.

Five-year paper forecast

By Barbara Love

Executive Editor

Publishers are well aware of the devastating effects of the paper shortage that began in 1975 and reached a crisis point in 1979-80. Many had to go abroad for paper at much higher prices; many were forced to use uncoated paper; some had to eliminate a section of the magazine, skip an issue or cut circulation. Sometimes difficulty in securing paper resulted in a decisions to abort a new magazine effort or a decision not to increase frequency.

Obviously, publishers would like to hear good news—that the paper supply crisis is over. Since the experts can't make that claim, however, publishers would at least like to know how bad the situation still is so they can plan accordingly.

Unfortunately, the experts are not able to give publishers a straight answer on the supply situation through 1984. Although many agencies are surveying the industry to determine supply and demand for paper (primarily lightweight coated groundwood stock) used by magazine publishers, there is little agreement about this situation. Unfortunately, most paper forecasts represent the subjective thinking and personal studies of the individual preparing them.

"There may be someone out there who knows what the real paper supply situation is, but we just don't know who it is," says Shel Asen, general manager-manufacturing, McGraw-Hill Publications Company. "It's like listening to five weather reports. One of the people may be right; unfortunately, you just don't know which one."

"It's absurd and intolerable that we don't know whether there will be a paper shortage, an adequate supply, or a surplus ahead," says another production executive at a major magazine publishing company. "We must find out. How can we plan ahead?"

Without industry-wide agreement about the paper situation, publishers don't know whether they should be begging or bargaining for paper. They don't know if there is room for negotiation. They don't know how much paper to contract for, how long to contract for. At the same time, paper manufacturers don't know whether to install new machines.

Easing of crisis

The near-term picture—through 1981—indicates an easing of the crisis but a continuation of paper shortages, according to people interviewed by FOLIO.

"The way I see it, the situation will be easier in 1981," says Irving Herschbein, director-manufacturing/distribution, The Conde Nast Publications, Inc.

"There seems to be a softness in the paper market right now; paper is available," agrees Leonard Pinto, vice president-general manager, Davis Publications, Inc., and a member of the Magazine Publishers Association paper committee. "One indication that there isn't a supply shortage is the current lack of interest in importing paper."

"Right now we have a situation where the majority of publishers and printers have enough paper to meet their needs, although there are still many who do not have an adequate supply," says Asen, who is also chairman of the Graphic Communications Computer Association (GCCA) Industry Resources Council. "Those companies with paper contracts are finding those contracts are being fulfilled. Those who do not have contracts are still having difficulty getting paper."

What happened, Asen explains, is that before the paper supply squeeze, many people decided to play it loose and not sign a contract. Then, when the crunch came, they couldn't get a contract. "These companies came knocking on the doors of paper manufacturers wanting contracts, and the paper companies justly said, 'Where were you when we wanted you to sign a contract?' " he says.

Asen, unlike Pinto, points to evidence that indicates the shortage is still here. "Paper deliveries are still running four to six weeks late," he says. "If there were enough paper, those deliveries would not be late. One paper manufacturer is so late with deliveries, he's asking us to take less tonnage, because he can't catch up." Publishers are also calling McGraw-Hill to see if it has any extra paper, says Asen. "If we are being called that means both the printer and the publisher don't have enough paper," he adds.

"For all the guys out there who say there's plenty of paper," says another publishing executive, "there's also a lot of evidence that there isn't enough. Because the crisis is easing, we feel better. It's something like being captured and then having your captor free all of you but your right arm. You feel a sense of freedom, but you're not really free."

The controversy is focusing on

"People are just beginning to realize that analyzing paper supply and demand by pounds–the way it has always been done–creates distortion."

what will happen to the domestic supply of lightweight coated groundwood in 1982 and 1983. The best forecast for 1983, for example, is a surplus of over 100,000 tons; the worst forecast is a shortfall of over 300,000 tons.

1982-'83: controversial years

Magazine Publishers Association paper committee chairman Frank Lincoln is predicting a shortfall through 1983. Others disagree, claiming that there will be a surplus in 1982 and 1983. Because some of the people who disagree with Lincoln are on the MPA paper committee, Lincoln is revising his forecast.

Lincoln, who has been studying the situation by surveying publishers (to find out what they are buying) and the American Paper Institute (to find out what is being produced), characterizes the last MPA paper committee meeting as "very lively" and admits that not everyone agreed with his report. It is now understood that there is no MPA paper committee forecast at present, only Lincoln's forecast.

Others who disagree with Lincoln include paper manufacturers, printers, publishing executives, and *Pulp & Paper*, the industry magazine. They see enough paper in 1981, and an oversupply of paper in 1982 and 1983.

"Three major manufacturers of publication grade paper we talk to say there will be enough paper for the next three years," says a production executive at a major business publishing company.

St. Regis is estimating a surplus in supply over demand for U.S. coated paper of 36,000 tons in 1981, 24,000 tons in 1982 and 102,000 tons in 1983.

Pulp & Paper, which sees 400,000 tons of new capacity coming on in 1981, expects an overcapacity by 1982.

Those who predict continuing paper supply problems do have supporters, however. One publisher says that his paper manufacturer is predicting a continuing shortfall. And Herschbein at Conde Nast, who says things are easing in 1981, believes a tight supply situation will start to build up again in 1982. "The growth in consumption by magazines will be slightly greater than supply when you compare MPA and API figures," he says.

If the original Lincoln report, which is based on a survey of the industry, is correct, how serious would a shortage of over 300,000 tons be? Pinto says, " That's not a helleva lot of shortfall. We can make that up."

But another publication company executive points out that making up the shortfall could be very costly to individual publishers if they have to turn overseas for paper again. "The premium on overseas paper is up to 50 percent," he points out.

"Consider the hypothetical case of the publisher who buys 1,000 tons of lightweight coated paper in the U.S. at $700 a ton. He pays $700,000. However, if he had to secure the paper from Europe, he would have to pay a 50 percent premium—an additional $350,000," he says.

Predictions for 1984 are not in conflict at this point. Most experts on paper supply—those who see a shortfall through 1983 and those who see a surplus—predict a shortfall in 1984. They base their predictions on machine announcements to date: no U.S. paper manufacturer has announced new paper capacity for 1984 and magazine demand for paper is expected to continue steadily upward.

Whose responsibility is it?

The responsibility for keeping on top of the paper situation seems tofall through the cracks somewhere. There isn't a single body covering the broad spectrum of the industry whose job it is to come up with forecast figures on lightweight coated publication grade paper.

The American Paper Institute does not provide this information. "API will openly tell you that it is not in the business of forecasting," says one publishing executive.

The MPA paper committee has taken on the job as a volunteer service to the industry. The 25 or 30 magazine publishing executives and associate member manufacturers on the committee have only limited time to spend on committee business.

While the MPA is trying to come up with a document that will represent a universally-accepted forecast, there are those who do not think agreement is possible. The GCCA Industry Resources Council, which fully supports MPA's work, is trying to reconcile differences. GCCA is composed of printers, publishers, industry suppliers and manufacturing consultants.

Too many variables

Compounding the problem is the fact that there are so many variables in the paper situation. "On top of these variables, people pile subjective assumptions," asserts one production executive on the MPA paper committee.

Here are some of the variables:

How fast is the magazine industry growing? "The most significant factor and the toughest variable is publishers' demand for paper," says Asen.

Pinto agrees. "We don't know how many books will come on stream in the future," he says. "Some publishers who see a speedy recovery may put out more titles."

Most forecasts, including MPA's, show a 3.5 percent to 4 percent growth figured in the magazine industry's yearly paper needs, Asen says. This average growth rate, based on historical factors, takes into account changes in magazine advertising pages, new magazines coming on, and existing magazines that "belly-up."

Asen warns that averages in this period of rapid change are often dangerous.

How many publishers will return to coated paper? Unable to secure coated paper during the paper shortage crisis, many publishers turned to uncoated stocks or supercalendered paper. Now that coated paper is available, will uncoated and supercalendered papers continue to be used? There are no studies showing the degree of reader and advertiser acceptance of uncoated and supercalendered paper.

What is the paper capacity? While capacity is announced for the most part through paper manufacturer reports issued by the American Paper Institute, those struggling with forecasts have to consider where in the API issuances they find capaci-

"Most existing paper forecasts represent the subjective thinking and personal studies of the individuals preparing them."

Capacity Expansion by manufacturer (U.S. Coated Groundwood)

No. 5 Coated	**1979**	**1980**	**1981**	**1982**	**1983**	**1984**
Boise Cascade			70,000	60,000	30,000	
Consolidated		94,000				
Crown Zellerbach	20,000					
Crown Zellerbach		12,000				
Frazer			80,000			
IP			80,000	32,000		
Mead				31,000	90,000	60,000
Midtec		50,000	60,000			
St. Regis		12,000				
St. Regis				40,000	84,000	18,000
Weyerhaeuser				70,000	70,000	35,000
Krueger	50,000	20,000				
	70,000	188,000	290,000	233,000	274,000	113,000
Other Coated						
Great Northern	45,000					
Mead	14,000	20,000				
Champion					50,000	100,000
Westvaca		70,000				
	59,000	90,000			50,000	100,000

Supply/Demand (U.S. Coated Groundwood)

	1979	**1980**	**1981**	**1982**	**1983**	**1984**
Total Expansions:	129,000	278,000	290,000	233,000	324,000	213,000
U.S. Capacity (Optimum-Maximum)	4,723,000	5,001,000	5,291,000	5,524,000	5,848,000	6,061,000
U.S. Capacity (Adjusted-Practical) (97% Operating Ratio)	4,586,000	4,864,000	5,154,000	5,387,000	5,711,000	5,024,000
U.S. Demand:	4,807,000	4,960,000	5,118,000	5,363,000	5,609,000	5,979,000
(Short Fall)/Over capacity:	(221,000)	(96,000)	36,000	24,000	102,000	(55,000)

Source: St. Regis Paper Co.

ty figures for magazine publishing papers.

Magazine publishers are primarily interested in number five coated papers. API statistic combine coated groundwood as number five coated papers and those number four coated papers that contain groundwood.

"There's an interpretation and understanding gap," says one magazine production executive.

"The problem is that API takes an overview and we want to get down to information about magazine papers," says an executive from Blandin Paper Co. "In order to do that, we have to take API's figures, eliminate some and add others." No agreed-upon method for this conversion has been arrived at.

Industry sources calculate that more than one million tons of lightweight coated paper will be coming on stream between 1979 and 1983. The paper will come from 10 manufacturers: Krueger, Consolidated,

> **"The responsibility for keeping on top of the paper situation seems to have fallen through the cracks somewhere. There is no one body whose job it is to forecast figures on publication grade paper."**

Crown, Fraser, Midtec/Nitec, International Paper, Boise Cascade, Niagara of Wisconsin, Weyerhauser, and St. Regis.

How close will capacity come to the machines' rated capacities? When new paper machines are announced, most people use the rated capacity of the machines when figuring supply, explains John McCabe, administrative manager-manufacturing for McGraw-Hill Publications. But, he says, that figure is never reached. The figure is reduced by mill operating rates and marketing decisions of the paper companies.

The rated capacity figure is also reduced by downtime, another executive points out.

Employee strikes have also become a factor to be considered. Publishers need to know how much of the capacity will actually be shipped. Strikes have been a significant factor over the years, causing some major disruption in magazine publishing activities.

How many paper machines will be pulled out of the marketplace? Paper machines might not be used any longer because they are no longer competitive or no longer needed. Some people say this factor shouldn't be counted in calculations on supply and demand; others say you must count it.

How much capacity will go to magazines? When capacity is announced, no one knows how much of that new capacity will go to magazines. Lightweight coated publication grade papers are now being used extensively by catalog publishers, as well as by magazines. Some people think the catalog segment is getting more and more of the type of paper used by magazines. This is called the "intruder factor."

"We're concerned about the amount of lightweight coated paper available to magazines," says Lincoln, who is also vice president of the Hearst Enterprises Division, which purchases paper for Hearst magazines, books and newspapers. "We don't know what will be available for us in coated number five. All of a sudden we have commercial printers and catalog publishers competing with us for this paper."

Lincoln refers to API figures which seem to indicate that catalog publishers have increased their share of magazine publication grade paper from 30 to 37 percent.

"Although the pot's growing," he says, "magazine's seem to be getting a decreasing share. This might be a big factor in the difference of opinion in how much paper will be available to magazines."

But the fact that catalog publishers are using more pounds of magazine grade while magazine publishers are using proportionally

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Final Size	Separation & Key From Transparency	Separation & Key From Reflection
4"x5"	55.00	75.00
5"x7"	60.00	80.00
6"x9"	70.00	95.00
8"x10"	75.00	105.00
10"x[illegible]	85.00	115.00
11"x14"	95.00	120.00
12"x18"	140.00	175.00
14"x17"	150.00	220.00
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Negotiating a printing contract

(Continued from page 73)

countant.

This kind of provision covers certification by the printer's accountant:

Within 60 days after any notice by Printer to Publisher of a price adjustment under this agreement, Publisher may elect, by notice to Printer, to have such price adjustment verified by a certified public accounting firm selected by Printer, at Printer's expense. Such accounting firm will certify to Publisher within 90 days of such price adjustment (or, if later, within 90 days after receipt of notice of Publisher's request) that:

Based upon its examination, made in accordance with generally accepted auditing standards, of Printer's calculations of all increases or decreases in the Components of the prices hereunder, in its opinion: The price adjustment has been made in accordance with this section (of the contract) and is the result of changes in employee compensation and direct benefits as evidenced by labor contracts and payroll and other applicable records; and changes in the costs of materials, supplies, energy and other costs as evidenced by suppliers' and vendors' contracts, invoices and statements.

Price escalation is a fact of publishing life. If unchecked, it can cut deeply into or even eliminate your profits in the course of your printing contract.

However, if your contract defines the kinds of cost increases your printer can pass on, if it limits the frequency of those increases, and if it lets your verify the accuracy of those increases, you can limit price escalation and defuse its potentially explosive effect on your profits.

Edward L. Smith, a New York attorney in private practice, specializes in the business and editorial legal problems of publishers. He was previously Vice President and Counsel of Newsweek *and, earlier, the Corporate Attorney of* The New York Times. *Before entering the law, he was an editor and reporter for the Associated Press.*

Jeffery R. Parnau is an independent printing consultant, publisher of Print Buyer & Production Manager's Newsletter, *and president of Parnau Graphics. He has served in the positions of art director, managing editor, and production manager at various publishing operations.*

Paper supply

(Continued from page 67)

fewer pounds then before does not necessarily mean that other users are taking more paper from magazine publishers, Asen points out.

People are just beginning to realize that analyzing paper supply and demand by pounds—the way it has always been done—creates distortions now that many magazines are turning to lighter weight papers, Asen explains.

"Magazines are using lighter weight paper, so while a weight analysis could show they are getting less," says Asen, " a square footage analysis may indicate that they are getting their fair share. If the paper weight situation is taken into account, the other users may not be perceived as getting more paper. On the other hand, magazine publishing executives who have been talking to catalog people are being told that that industry does plan to increase its use of lighter weight coated paper."

Because of the complications, some people are now thinking that supply and demand for magazine publication grade papers should be calculated in square footage rather than in pounds.

How much paper will be imported? Many publishers went abroad for paper during the worst periods of the paper shortage. Whether they will continue to do so depends on the availability of supply in the U.S. Coated paper imports are on the decline now, most people agree. Coated paper imports are expected to be a negligible factor in the upcoming years.

How much American-made paper will be exported? This is a relatively new consideration, primarily a result of differing foreign exchange rates, points out McGraw-Hill's McCabe. "The Europeans are expressing interest in importing American paper because we now make paper less expensively," he says.

This was not a significant factor during the shortfall; it's a new phenomenon beginning this year.

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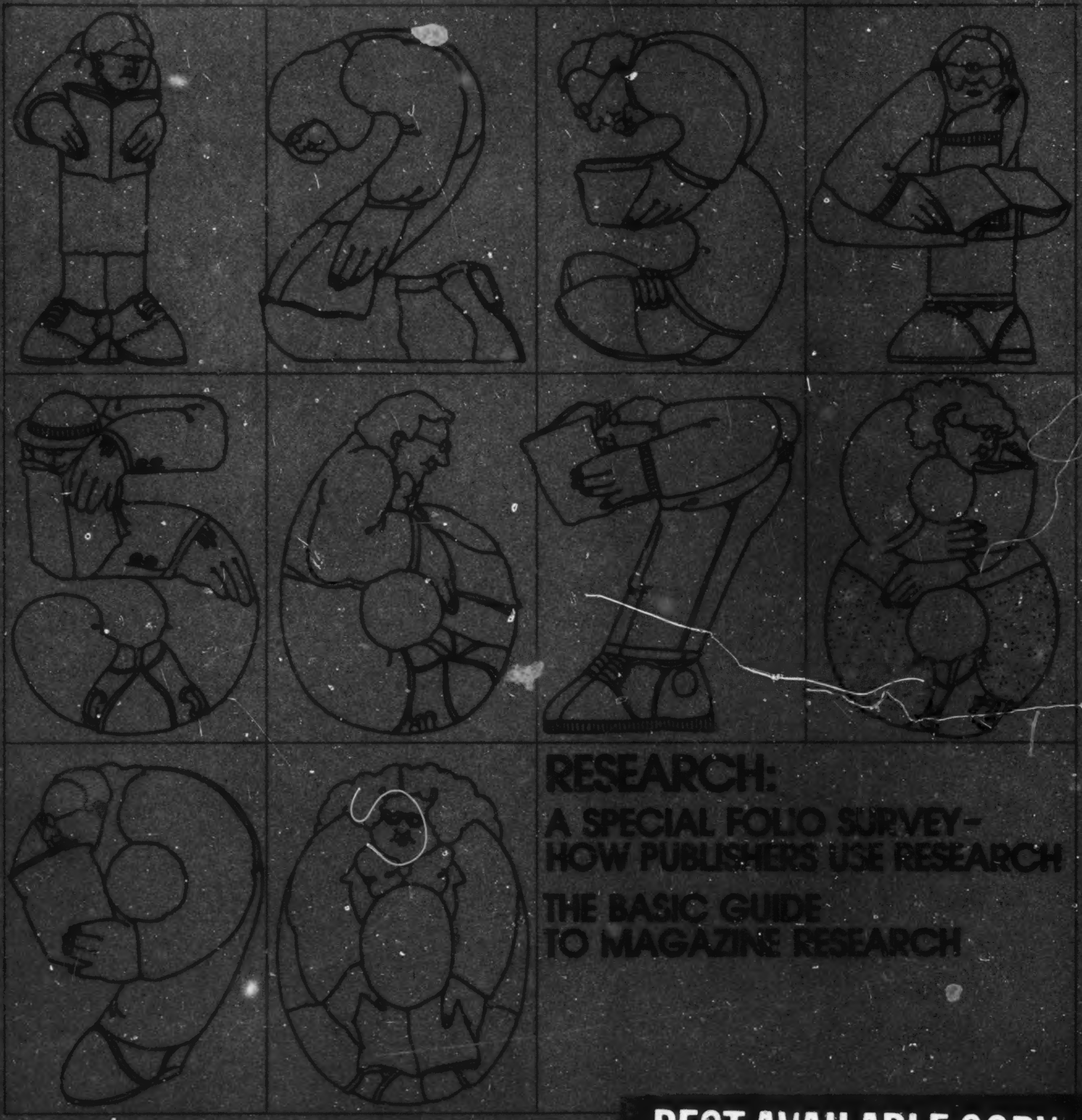
PROFILE: GEORGE ALLEN, MPA'S PUBLISHER OF THE YEAR



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UPDATE

Management

Slow but steady magazine growth ahead: McPherson . . . New poster journal attracts advertisers seeking college market . . . Wayne A. Miller, Meredith exec., dies . . . U.S. exporters told business magazines help open int'l markets. Page 5.

Circulation

Controversy over 'Zone One' postal proposal mounts . . . USPS softens int'l rate hike—slightly . . . Epicurean magazines post largest ABC five-year circ gains . . . 70% of subscriptions ordered by mail in '79. Page 10.

Advertising Sales

Sales staff involvement in magazine heightened by editorial preview . . . Study shows average ad contact cost is 16¢ . . . Magazine advertising revenue to rise 10% in 1981, Coen predicts. Page 15.

Editorial

Memory terminals revolutionizing reporting methods . . . No release needed to publish letters to editor . . . Magazines have 5 defenses against libel claims . . . Study finds 90% of business magazines use editorial color. Page 23.

Single-Copy Sales

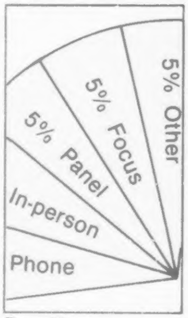
Wholesaler decries single-copy industry's 'philosophy of waste' . . . Computer technology replacing most work of field reps . . . Drugstores rivaling supermarkets in publications sales. Page 28.

Magazine Watch

Weekly women's magazine launched . . . Montgomery Ward revitalizes *Vital* . . . *Sport* sale fizzles; buyer still sought . . . American Can selling two magazines . . . *Apartment Life* to become *Metropolitan Home*. Page 31.

World
FASHION NEWS
Soft White Wools—a Winter Winner · Best Bets in Handbags
Elegance for Petites · Simple Clothes Go Razzle-Dazzle
Beautiful ... After 50
Picking Up the Pieces When a Relationship Ends

Page 31



Page 55

Page 15

Page 28

Page 43

FEATURES

A basic guide to magazine research

By David P. Forsyth

Research is probably the most neglected of the basic management tools available to magazine publishers. If conducted properly, however, it can provide valuable information that can literally dictate success or failure for a magazine. Page 44.

Folio survey of magazine research

By Barbara Love

In an exclusive survey of 583 magazines, FOLIO examines the role of research in magazine publishing. Top executives reveal what kind of research they do and how they use it. Page 54.

Forecasting failure

By Richard M. Koff

What are the signs of failure for a magazine? If you recognize them early enough, chances are you can minimize your losses if and when the time comes to fold. Page 74.

John Peter on design: 1980's ten best

Consultant John Peter picks the 10 best-designed magazines of 1980. Page 64.

DEPARTMENTS

Calendar....41
Classified....83
Publishers marketplace....84

FACES

George Allen, MPA Publisher of the Year....43

COLUMNISTS

John Klingel on circulation management....76
Eliot Schein on direct mail....80
Jeff Parnau on production....82

Cover design: Steve Phillips; Illustration: Denise Brunkus

USPS int'l airlift expanding rapidly

Washington, D.C.—The U.S. Postal Service is planning to add 18 new routes to its International Surface Air Lift (ISAL).

If the planned routes do go into effect, it will be the second time ISAL has expanded its service since it began testing last summer. At that time, only two routes—New York to Paris and Houston to London—were available. In August, the Postal Service added 14 more segments.

ISAL's list of customers is also expanding rapidly. At its start, its only two customers were McGraw-Hill and Gulf Publishing. The service now has more than 20 customers, most of whom are magazine publishing companies, according to a USPS spokesperson. Publishing companies using ISAL include the Christian Science Publishing Society, Forbes, Inc., Hayden Publishing Company, Inc., Miller Freeman Publications, and Simmons-Boardman Publishing Corporation.

The customer list is expected to expand further if the 18 additional routes go into operation as planned. Assuming the Civil Aeronautics Board grants approval for the routes and that final negotiations with the airlines are successful, the routes could go into operation this month. While noting that it is always possible that complications could arise, the USPS spokesperson says the Postal Service "feels very confident" about the prospects for the expansion.

USPS international surface airlift routes

New York to:
- Paris
- Amsterdam
- London
- Frankfurt
- Rome
- Rio de Janeiro
- Sydney
- Tokyo
- *Mexico City
- *Caracas
- *Buenos Aires
- *Brussels
- *Madrid
- *Delhi
- *Manila
- *Singapore

Chicago to:
- London
- Paris
- Frankfurt
- Sydney
- Tokyo
- *Rome
- *Amsterdam
- *Manila
- *Delhi

Houston to:
- Frankfurt
- Rome
- London

Dallas to:
- *Tokyo
- *Sydney
- *London
- *Caracas
- *Mexico City
- *Singapore

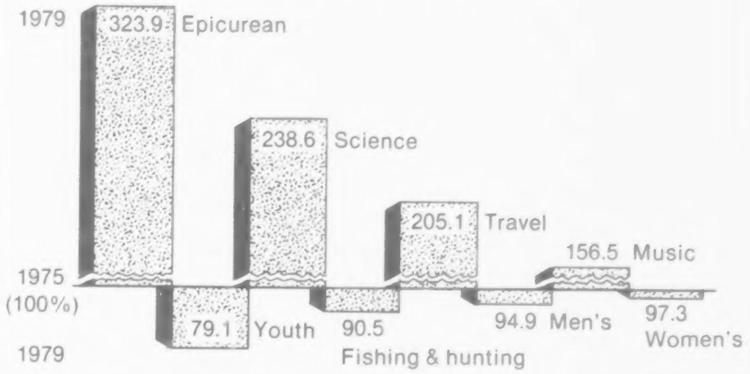
*Proposed routes

Epicurean magazines post largest ABC five-year circ gains

Schaumburg, Ill.—The epicurean magazines category showed the largest combined gain in average paid circulation among 19 magazine categories reported on by the Audit Bureau of Circulations, Inc. (ABC) in its *Magazine Trend Report* for 1975 through 1979.

Using 1975 as the base year with an assigned index of 100, the recently released report shows that epicurean magazines had an average paid circulation index of 323.9 for 1979. *Bon Appetit* and *Gourmet* were the two epicurean magazines that met the criteria for being included in the report, (that a magazine have an ABC-audited average paid circulation of at least 300,000, and annual advertising revenues of at least $1 million).

Average paid circulation for eight magazine categories (1975-1979)*



*Figures from 1980 edition of the Audit Bureau of Circulations, Inc. *Magazine Trend Report.* 1975 is used as the base year, with an assigned value of 100 percent; chart shows percentage changes for the year 1979 from that base.

Other categories showing large gains in average paid circulation include science, with a 1979 index of 238.6 (magazines included were *Omni* and *Scientific American*); travel, with an index of 205.1 (*Signature* and *Travel & Leisure*); and music, with an index of 156.5 (*Rolling Stone*).

Magazine categories showing decreases in average paid circulation for the five-year period include youth, down from the 1975 base of 100 to 79.1 for 1979 (*Boys' Life*); fishing and hunting, down to 90.5 (*Field & Stream, Guns and Ammo, Outdoor Life, Sports Afield*); men's, down to 94.9 (*Esquire, Gentlemen's Quarterly, Oui, Penthouse* and *Playboy*); and women's, down to 97.3 (*Co-ed, Cosmopolitan, Essence, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Ms., Parents, Redbook, Self, Seventeen, 'Teen, True Story* and *Woman's Day*).

Regarding composition of circulation, large increases in percentage of subscriptions were made in the following categories: epicurean, with an index of 337.6 for 1979; music, with an index of 226.7; travel, with an index of 205.4; and automotive, with an index of 129.4.

Large increases in single-copy sales percentage were made in the categories of science, with an index of 755.3; epicurean, with an index of

270.9; business and finance, with an index of 161.2; and women's fashions, beauty and grooming, with an index of 149.4. Magazines included in the business and finance category were *Business Week, Forbes, Fortune, Money* and *Nation's Business.* Magazines included in the women's fashions, beauty and grooming category were *Glamour, Harper's Bazaar, Mademoiselle* and *Vogue.*

70% of subscriptions ordered by mail in '79

Chicago—Seventy percent of magazine subscriptions sold in the United States in 1979 were purchased by mail, according to the latest "United States Consumer Mail Order Industry Estimates" report. Total magazine subscription mail-order volume for 1979 reached $1.9 billion—an increase of $203 million over 1978 volume. Sales of all magazine subscriptions for 1979 totaled $2.7 billion.

Magazine subscriptions were third among the 10 top categories for mail-order sales for the year, according to the report, which is published by Maxwell Sroge Company, Inc., a mail-order business development, advertising and consulting firm. The category that came in first was insurance; second was general merchandise/home furnishings/housewares/gifts.

The 10 top categories for mail-order sales in 1979*

	(000's)
1. Insurance	$4,000,000
2. General Merchandise/Home Furnishings/Housewares/Gifts	2,700,000
3. Magazine Subscriptions	1,900,000
4. Books	1,388,000
5. Ready-to-Wear	1,340,000
6. Collectibles	920,000
7. Sporting Goods	780,000
8. Crafts	550,000
9. Foods	500,000
10. Records and Tapes	478,000

*Source: Maxwell Sroge Company, Inc.

Zone One proposal

(Continued from page 10)

said that the Postal Service's "competitive posture would be improved because more economical pooled shipments of subscriber and newsstand copies by some publishers will produce savings for them in excess of net postage reductions (*i.e.*, postage reductions less added freight costs)."

Newsweek, which also stands to save substantially on postage if Zone One is approved, supports the proposal on the ground that it is a form of work-sharing of the type that allowed enactment of the pre-sort mailing discounts under the 1977 postal rate case.

"We believe that enactment of the Zone One rate would encourage further drop-shipping and thereby reduce Postal Service costs," says William Guenther, director/postal planning and administration for *Newsweek*. "The result would be no increase in cost to other mailers."

But opponents of the Zone One proposal say it is based on assumptions that are faulty, and is likely to wind up hitting non-Zone One mailers in their pocketbooks.

"We are opposing Zone One because the Postal Service by law has to break even. So if there is a discount in one area, there has to be an upcharge in another area," says Paul McPherson, president of McGraw-Hill Publications Company. "I believe that industrial and technical publications cannot afford to drop-ship to SCFs. There are approximately 600 SCFs in the country, and currently even the largest-circulation magazines are drop-shipping to no more than two dozen.

"A Zone One discount would be a big plus for newsweeklies and other large-circulation magazines, but a detriment to smaller magazines," McPherson continues. "We do not think that 3,500 business publications should be treated punitively for the sake of the relatively few magazines that would benefit from Zone One." He notes that although McGraw-Hill's *Business Week* could benefit from Zone One, the company seeks to protect its other publications, which are relatively small-circulation business magazines.

"We have many serious questions about the proposal," says another business press source. "It makes some technical assumptions that we are not at all sure are well founded."

One such assumption, according to this observer, is that magazine publishers could pool copies in order to share drop-shipping transportation costs. "The proposal is encouraging people to stop using Postal Service transportation, and to use the Postal Service only to have magazines delivered to their final destinations," he says. "The problem is whether printers can get everyone's magazines printed at the same time."

The second conflict regarding Zone One involves the belief held by some large-circulation Red Tag publishers that they should not support the proposal, even though they would be able to get the Zone One discount, because as Red Tag magazines they would be discriminated against under current Postal Service regulations.

For these magazines, most or all of the Zone One discount would be negated by the scheduled 1.2 cents-per-copy Red Tag surcharge. According to Postal Service regulation, a magazine must mail all or none of its copies Red Tag. This means that Red Tag magazines that drop-ship some copies to SCFs would have to pay the surcharge on those copies in order to be able to continue mailing their other copies Red Tag—even though the Postal Service would not be providing any special service for Zone One copies.

Time Inc. is reportedly one of the publishing companies that has not so far supported Zone One, because the company believes Zone One conflicts with the Red Tag status of several of its publications.

Newsweek, however, says that it is supporting Zone One, despite the fact that it is a Red Tag publication, because it believes the two issues are and should remain separate.

The MPA, in its final brief to the PRC, clarified its position on Zone One in regard to the Red Tag issue. Responding to the contentions of some Red Tag magazines that Eden's testimony on behalf of *Reader's Digest* and MPA implied discrimination against Red Tag magazines, the MPA stated: "The MPA supports the creation of a Zone One sectional-center rate in conformity with the principles underlying 'work sharing' discounts. MPA does *not* believe that magazines mailed intra-SCF rate should pay disparate rates. MPA, therefore, does not endorse any part of witness Eden's testimony that proposes or implies that any magazine mailed at the SCF rate should pay any Red Tag surcharge or differential."

Advertising sales

Editorial preview heightens sales staff involvement

New York City—While it is widely agreed that salespeople should read the magazines they sell, it is also widely known that they frequently don't. To make sure salespeople are familiar with editorial content, *Woman's Day* gives a full presentation of the editorial in each new issue during sales meetings held every three weeks—just before the issue reaches the newsstand.

These editorial previews heighten the salespeople's involvement in the product, thus generating a convincing belief in the magazine, according to Jay Burzon, vice president and advertising director of *Woman's Day*.

"There are salespeople who don't read their own magazines—and they are greatly handicapped because of it," says Burzon. "They come off as quick-buck artists. On the other hand, salespeople who know what's in the product they sell come across as more sincere. Our salespeople find advertisers are impressed—often amazed—that they know what's in the magazine.

"By making sure our salespeople are familiar with editorial, we feel we stay out of the commodity business where you have a straight negotiation for a sale, as in television," he adds.

Generally, advertising people are familiar with the quantitative aspect of editorial—what percent each department is to the total editorial, what the ratio of editorial to advertising is, and so on, according to Burzon. The previews are unique in allowing ad salespeople to approach editorial from a qualitative point of view. "The numbers by themselves are boring," he says.

Even if salespeople read the magazine, they are not as likely to take in information as well as they do during a spoken presentation, Burzon believes. "Salespeople are verbal," he says. "The previews give them a verbal reading of the magazine. When someone talks through the magazine, salespeople absorb more."

The mini-sales meetings, where the new issues are discussed, are conducted in two cities. One, in Chicago, is attended by about 20 people from Chicago, Los Angeles, San Francisco and Detroit. The second, in New York, draws about 40 people from the eastern region. Although most of the people attending are in sales, repre-

(Continued on page 18)

Keeping the sales staff involved in contents of each issue is goal of regular briefings by *Woman's Day* editor Geraldine Rhoads.

Study shows average ad contact cost is 16¢

New York City—The average cost of reaching a prospect through an ad in a business magazine is about 16 cents, according to a study done by McGraw-Hill Publications' Laboratory of Advertising Performance.

The estimated advertising-contact cost provides a dramatic contrast to the average cost of a sales call, which McGraw-Hill currently estimates to be $137.02. "Advertising provides an inexpensive means of establishing the initial contact to smooth the way for the sales force," the report concludes.

"There are numerous ways of communicating with customers and prospects—telephone, letters, sales calls, trade shows—and they all have their place in a marketing mix," comments David P. Forsyth, vice president-research for McGraw-Hill Publications Company. "Advertising, however, is often the most effective and least expensive way to reach important buying influences."

To arrive at the 16-cents estimate, the circulation of each of 32 McGraw-Hill publications was taken individually and multiplied by 80 percent, the average issue readership figure from studies of McGraw-Hill publications. This figure was multiplied by 48 percent, the average "seen" score as obtained from 67 studies of 17 McGraw-Hill publications.

The calculations were applied to the circulation of McGraw-Hill publications and their one-page, single-time, two-color page rates, and averaged to give equal weight to each publication.

Magazine advertising revenue to rise 10% in 1981, Coen predicts

New York City—National magazine advertising revenue and national newspaper ad revenue should both increase by 10 percent in 1981, for a total revenue of $6.135 billion,

Ad sales revenue outlook for 1981*

	% of revenue change over 1980	1981 forecast (add 000,000)
National magazines	+10%	$ 6,135
National newspapers	+10	
National broadcast	+ 9	10,150
Other national	+10	17,125
Total national	+ 9.7	33,410
Total local	+12.3	27,410
Grand total	+10.8	$60,820

*Source: Robert Coen, senior vice president, McCann-Erickson.

according to Robert J. Coen, senior vice president of the McCann-Erickson advertising agency.

Coen, who made his annual advertising predictions at the Paine Webber Mitchell Hutchins, Inc. eighth annual Conference on the Outlook for the Media, said his estimated increase for magazines is based entirely on ad rate increases.

For national broadcast media, Coen projected a 9 percent increase, for a total of $10.150 billion; for other national media, he predicted a 10 percent gain, for a total of $17.125 billion.

Coen expects the biggest gain for this year in local advertising, forecasting 12.3 percent for a total of $27.410 billion. In comparison, total national advertising will gain 9.7 percent, for $33.410 billion in revenue.

Total advertising growth for all media will be 10.8 percent, bringing revenue to $60.820 billion, according to Coen. This increase, he noted, is just slightly higher than projected overall economic growth.

Magazines in strong position for ad growth in the 1980s

New York City—Magazines, which generally fared well in advertising in 1980 despite the recessionary economy, are positioned to achieve substantial advertising growth over the next several years.

This was the optimistic advertising picture drawn by John C. Alexander, associate advertising director of *Newsweek*, at the eighth annual Paine Webber Mitchell Hutchins, Inc. Conference on the Outlook for the Media.

For 1981, Alexander quoted an estimated ad revenue growth figure of 9 percent, noting that this would be slightly below the 11 percent increase experienced in the first nine months of 1980. He also cautioned that it may not be realistic to expect a continuation of the extremely rapid magazine advertising growth of the years 1976 through 1979.

However, Alexander added that "a lot of the momentum of the gains and developments of those years is still very much with us today," and that "the potential for another dramatic revenue surge is clearly present.

"Magazines recovered faster and better from the last recession than did any other medium, and all the vital signs indicate that we're in a position to do it again once we finally bottom out of the effects of 1980," Alexander says. He points to several factors and shifts in media planners' strategies that he believes will work in favor of magazines over the next several years:

•Magazines have the ability to maintain highly competitive ad rates "by passing along a growing portion of cost increases to readers."

•Predicted changes in demographics over this decade indicate fastest growth among those population segments that incorporate the highest concentrations of core magazine readers, "readers who are also the prime targets for most goods and services," according to Alexander. One of those segments, composed of people between the ages of 35 to 44, is expected to grow by 47 percent by the end of the decade; another segment, composed of households with incomes of $25,000 or more, is expected to grow by 70 percent by the end of the eighties.

•Magazines are increasingly accepted as a complementary medium by advertisers who up to now have concentrated their ad monies heavily in other media. "There is potential for magazines to develop new sources of advertising revenue among those 10 of the top 25 advertisers in America (primarily food and drug advertisers) who spend less than 10 percent of their total media budgets on magazines," Alexander says.

•Magazines' expanding ability to produce regional editions and sections means they will be able to accommodate the growing trend toward localizing national advertising campaigns. "By 1979, more than one in five magazine advertisments was less than full run," Alexander notes.

•Magazines can reach targeted audiences more efficiently than can other media—a capability that is more and more in demand by advertisers and agencies. "No medium can more precisely identify its audience than magazines," Alexander asserts. "The more selective the target market, the stronger the case for magazines. In our 1980 study of comparative media, for example, we found that the percentage of adults viewing television decreases as household income increases—particularly at the $25,000 and above level."

•Magazines can easily accommodate media planners' growing need to be able to make changes quickly and to remain flexible as long as possible. "Few media enable planners to respond as quickly and effectively to changes as magazines," says Alexander. "Magazines are even more attractive now that a downturn in the economy has made campaign planning a fast-paced activity. With technological breakthroughs such as satellite transmission and laser beam scanning, *Newsweek* and other magazines are now able to accept material for a national black-and-white or four-color page or spread as late as the Friday before the Monday the issue is scheduled to appear on newsstands."

Esquire study: clutter yields lower ad recall

New York City—A recent study conducted on *Esquire* magazine at the request of the Ketchum New York advertising agency has produced evidence that ad clutter does adversely affect readers' ad recall.

Subscribers who read a special version of *Esquire* that was intentionally "cluttered" with ads had less recall of four test ads than did subscribers who read a "regular" version of the magazine. The cluttered ver-

How extensively do magazine publishers use research? What kinds of research do they use? How much do they spend on it? Here are the answers from 583 top magazine executives.

Folio survey of magazine research

By Barbara Love

Executive Editor

Marketing and media research—a useful tool for sharpening a magazine's focus, especially during turbulent times—is now being conducted by two out of three magazines. Publishers are turning to research for help in making management, circulation, editorial, and ad sales decisions.

To gain an accurate picture of the role and value of research to magazines, FOLIO commissioned McGraw-Hill Research to conduct a survey among business and consumer magazines.

The survey was conducted in November among 964 magazines selected on an nth basis from FOLIO's database. There were 583 responses, representing a 61 percent rate of response.

The survey was designed to determine, among other things, how many and what kinds of magazines use research, what types of research they use, how valuable it is to them, how much they spend on research, how they conduct research, and who is responsible for it.

The following conclusions are drawn from the survey.

More business magazine research

A greater percentage of business magazines conduct marketing and media research than consumer magazines. While 65 percent of all magazines responding conduct research, 70 percent of business magazines conduct research compared to only 60 percent of consumer magazines.

Not surprisingly, the larger a magazine's income, the more likely it is to conduct research. Ninety-eight percent of business magazines and 96 percent of consumer magazines with incomes of over $2 million conduct research. Among the middle-income magazines—those with incomes of $200,000 but less than $2 million—business magazines are more likely than consumer magazines to conduct research (88 percent versus 74 percent).

2 percent of income spent on research

The median magazine has a total research expenditure equaling 2 percent of gross income (circulation income plus ad sales income). For both consumer and business magazines with incomes of under $200,000, research expenditures equal 6.5 percent of total income.

Considering those consumer magazines spending $25,000 and over in research, research expenditures account for a median of .7 percent of total gross income, while business magazines spending $25,000 and over in research stated that research expenditures account for a median of 2.2 percent of total gross income.

In 1980, business magazines kept research expenditures in direct proportion to income (approximately 2 percent), no matter how large the income, whereas consumer magazines with higher gross incomes devoted a smaller percentage of gross income to research expenditures. This trend holds true for research expectations in 1981.

$7,700 spent on research

For those magazines that do research, the median amount spent on research in 1980 was $7,700. The median was about the same for business and consumer magazines ($7,600 versus $8,000).

Projections for 1981 show magazines that conduct research expect to spend a median of $9,300 on that activity. Business magazines expect to spend a median of $9,500 and consumer magazines $9,100.

The projections also show that business and consumer magazines with research budgets of $25,000 and over in 1980 expect to increase their research budgets by over 20 percent in 1981, from a median of $47,500 to $57,100 for business magazines and $65,300 to $80,600 for consumer magazines.

Magazines with separately organized research departments spend more money on research than magazines without such departments. Compared to the median of $7,700 spent on research by all magazines conducting research, business magazines with research departments spent $18,000 and consumer magazines with research departments spent $28,000.

Predictably, of those magazines conducting research, the ones with the higher incomes spent more on research. Among business magazines, those with incomes of under $200,000 spent a median of $4,400 in research; business magazines with over $2 million in income spent a median of $28,400 on research.

The same is true with consumer magazines. Consumer magazines that had incomes of under $200,000 spent a median of $4,600 on research, while those with incomes of over $2 million spent a median of $34,400 on research.

Forty-six percent of respondents conducting research spent under $10,000 on research in 1980; 15

percent spent between $10,000 and just under $25,000; 18 percent spent over $25,000. No significant difference surfaced between total business and consumer magazine groups.

The median magazine, which employs 12 people and has an income of $760,000, has 1.5 full-time and .9 part-time people regularly involved in research.

One-third have research departments

About one-third (31 percent) of the respondents who do research have a separately-organized research department within their company servicing the magazine. Business magazines are a little more likely to have a research department than consumer magazines (35 percent versus 27 percent).

Those magazines with separately organized research departments tend to have larger incomes and larger research expenditures than the median magazine. Fifty-six percent of business and 52 percent of consumer magazines with incomes over $2 million have research departments; 72 percent of business and 61 percent of consumer magazines with incomes over $2 million spent over $25,000 on research in 1980.

The median number of employees working in the corporate research department is 3.6. Fifteen percent of magazines that have a research group report they have 10 or more people in it.

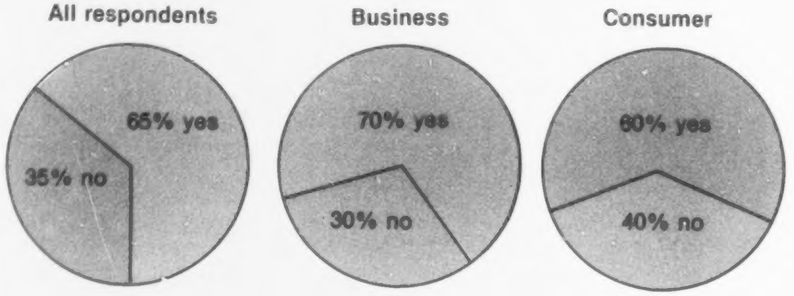
47 percent involved in management

About half (47 percent) of the people responsible for research on their magazines are also directly responsible for company management. For business and consumer magazines spending $25,000 or more on research, this figure drops to 33 percent.

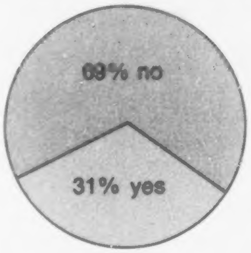
What's more, people responsible for research are less likely to be directly responsible for management at those magazines with research departments. Only 37 percent of people responsible for research at business magazines with research departments and 27 percent of people responsible for research at consumer magazines with research departments are also directly responsible for management.

A large percentage (61 percent) of people responsible for research are also directly responsible for a sales-related activity. Thirty-nine percent of total respondents said the person responsible for research is also directly responsible for sales promotion; 36

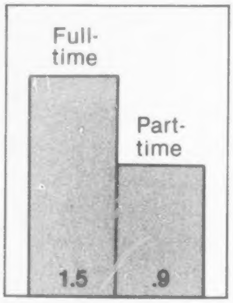
Magazines conducting research



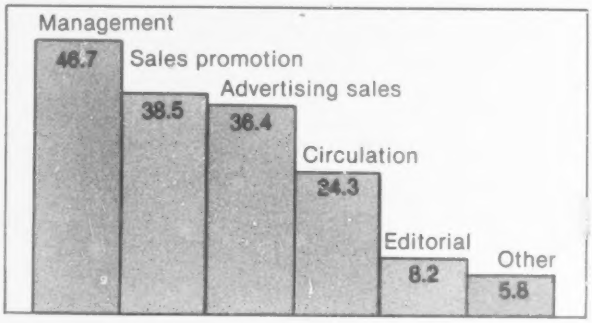
Magazines with a separately organized research function within the company



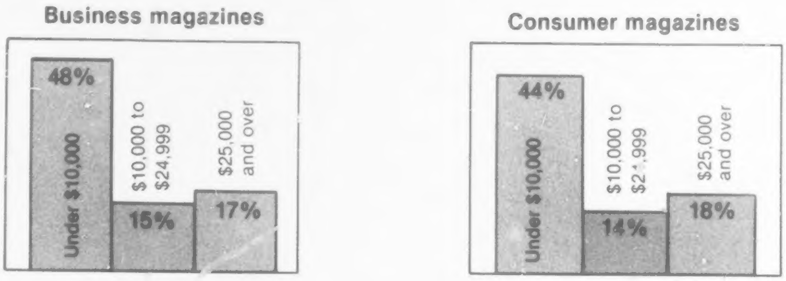
Employees on magazine staff regularly involved in research



Percentage of people responsible for magazine research who are also directly responsible for other activities



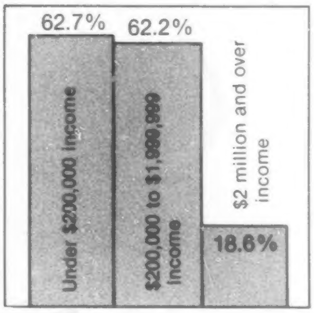
Money spent on research in 1980



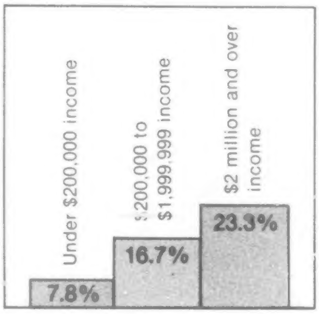
Amount spent on research by 1980 magazine gross income

(Business magazines)

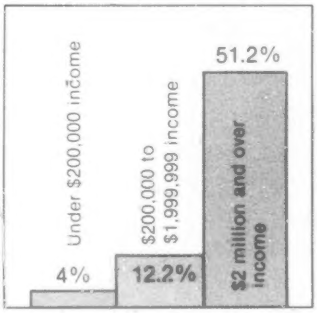
Spending under $10,000 on research



Spending $10,000 to $24,999 on research



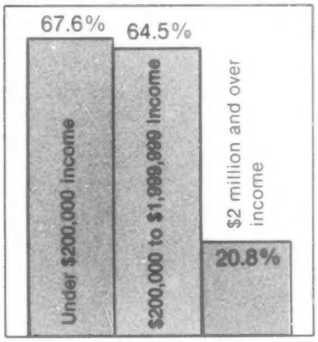
Spending $25,000 or over on research



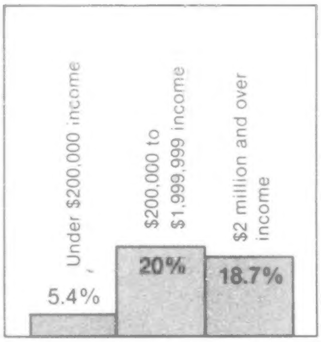
Amount spent on research by 1980 magazine gross income

(Consumer magazines)

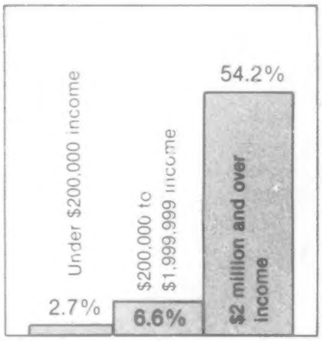
Spending under $10,000 on research



Spending $10,000 to $24,999 on research

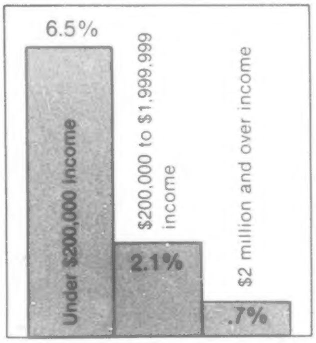


Spending $25,000 or over on research

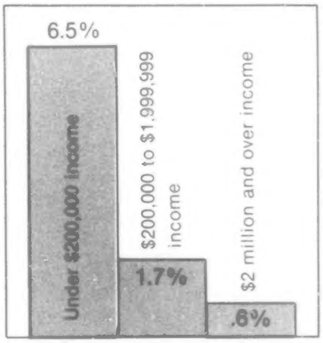


Magazine research expenditures as a percent of 1980 total gross income

Business magazines

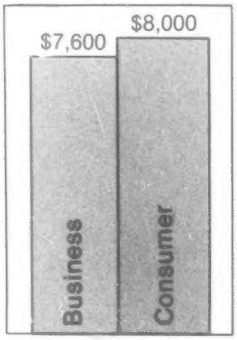


Consumer magazines



Dollars spent on research by magazines in 1980*

(Median)



*By magazines conducting research

percent for advertising sales.

About one quarter (24 percent) of people responsible for research are directly responsible for circulation, and 8 percent are responsible for editorial.

Market studies used most

Of the 14 different types of research covered in the survey, market studies were used most last year. Fifty-seven percent of respondents who conduct research conduct market studies. These studies are used by an equal percentage of business and consumer magazines.

Business magazines are more likely to spend money on market research studies, however. Eighty-three percent of business magazine respondents spending more than $25,000 on research conduct market studies, compared with 71 percent of consumer magazines spending over $25,000 on research.

Those business magazines with incomes of less than $200,000 are less likely to spend money on market studies than the average magazine (37 percent versus 57 percent).

Business and consumer magazines with research departments are more likely to be conducting market studies (73 percent and 64 percent respectively).

Of all the respondents conducting research, 44 percent conduct market studies in-house. Among business magazines spending over $25,000 in research, 69 percent of market studies are conducted in-house.

Reader profile/demographic surveys popular

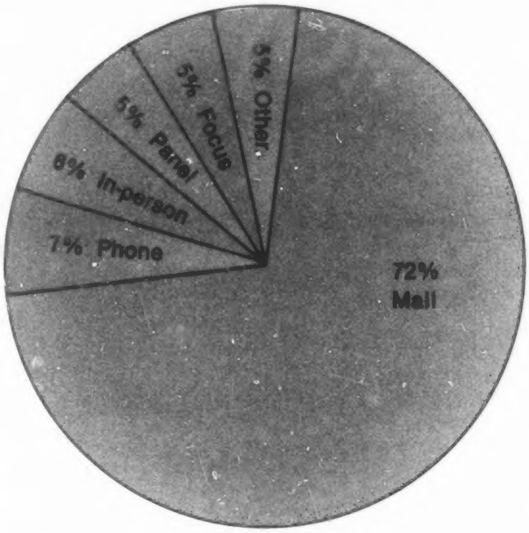
The second most frequently conducted type of research is the reader profile/demographic survey. Fifty-five percent of all respondents reported conducting this type of research in 1980.

Consumer magazines are more likely to conduct reader profile/demographic surveys than business magazines (67 percent versus 46 percent). However, business and consumer magazines with incomes of over $2 million are very likely to be conducting such research (77 percent and 67 percent).

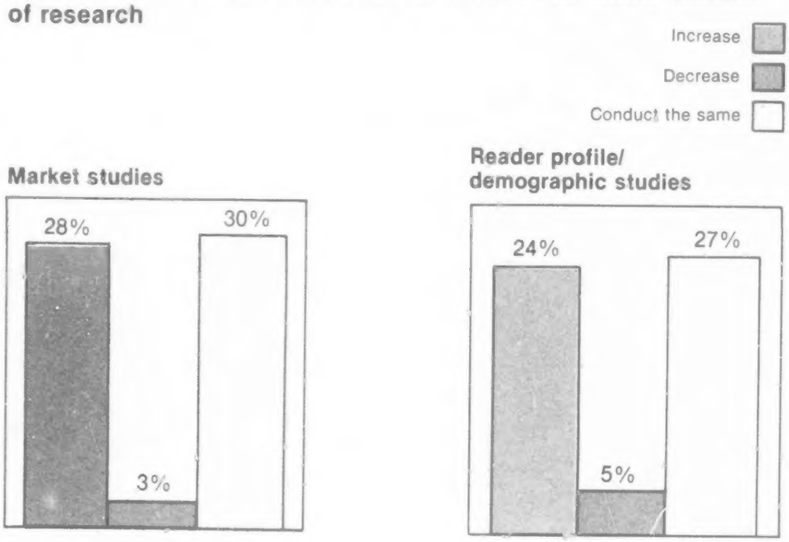
Eighty-six percent of business magazines and 65 percent of consumer magazines with research expenditures over $25,000 in 1980 conduct reader profile/demographic surveys.

Magazines with research departments—particularly consumer magazines with research depart-

Percentage of interviews conducted by different methods in 1980



1981 plans to increase, decrease or conduct the same amount of research

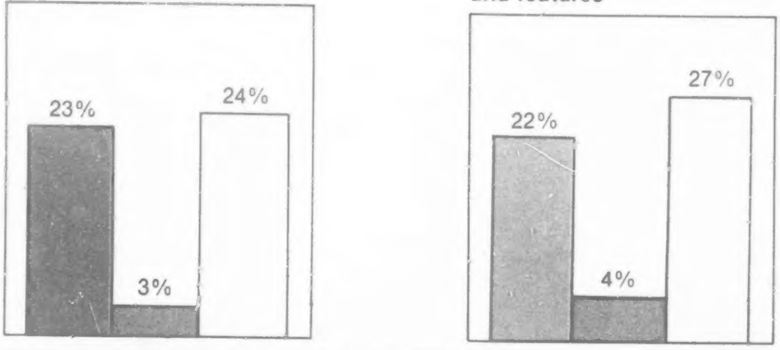


Market studies

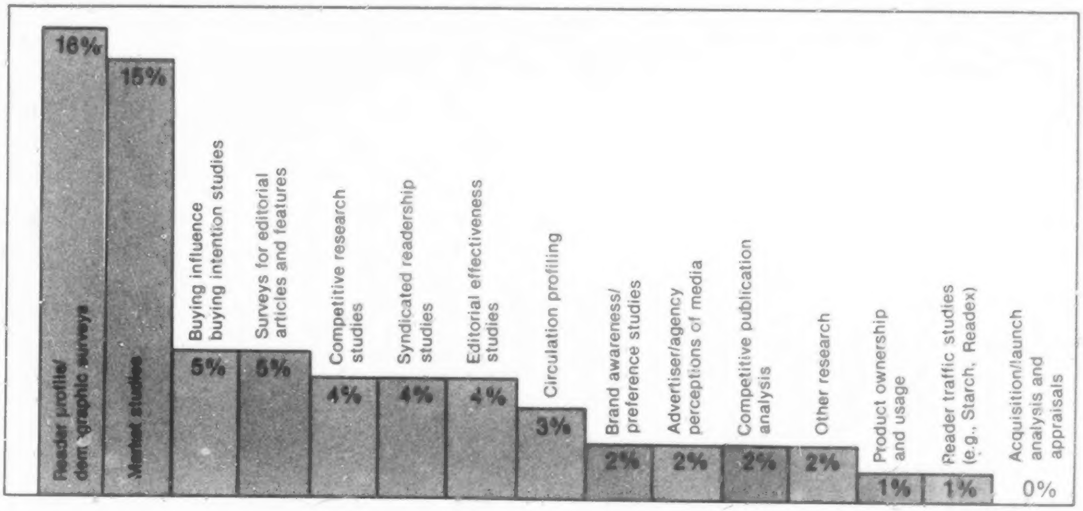
Reader profile/demographic studies

Editorial effectiveness studies

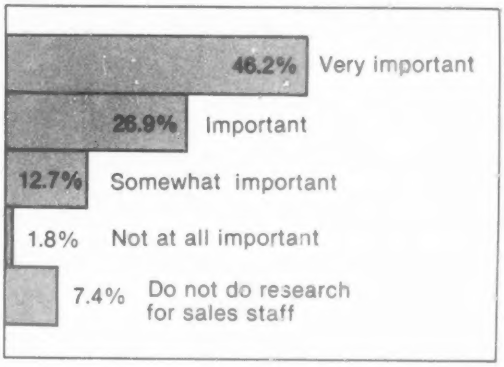
Surveys for editorial and features



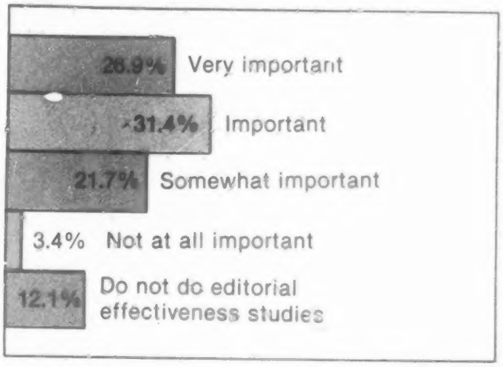
Type of research most helpful to sales efforts



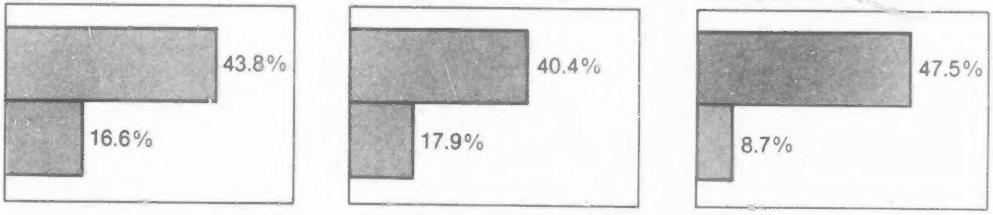
Importance of research to magazine sales staff



Importance of studies determining the effectiveness of a magazine's editorial to the editorial staff

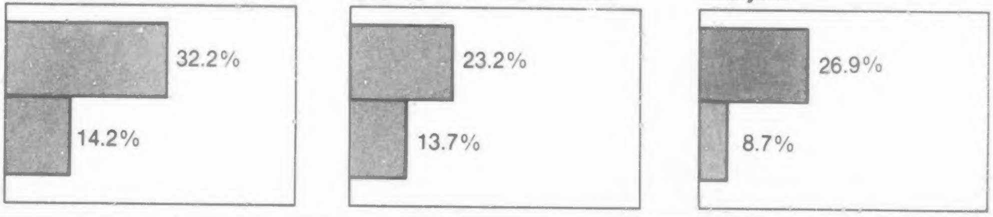


Studies conducted in-house vs. out-of-house (for types of research used most frequently)


Market studies

Reader profile/demographic surveys

Surveys for editorial articles and features


Editorial effectiveness studies

Buying influence/buying intention studies

Competitive publication analysis

Types of research projects conducted by magazines

	Total	(Rank)	Consumer	(Rank)	Business	(Rank)
Market studies	57%	(1)	56%	(2)	57%	(1)
Reader profile/ demographic surveys	55	(2)	67	(1)	46	(3)
Surveys for editorial articles and features	54	(3)	54	(3)	54	(2)
Editorial effectiveness	44	(4)	45	(4)	43	(4)
Buying Influence	36	(5)	35	(6)	37	(6)
Competitive publication analysis	34	(6)	27	(7)	39	(5)
Circulation profiling	32	(7)	36	(5)	28	(7)
Competitive readership studies	19	(8)	18	(8)	20	(8)
Product ownership and usage	17	(9)	17	(9)	17	(10)
Brand awareness/ preference	15	(10)	11	(12)	19	(9)
Acquisition/launch analysis/appraisals	12	(11)	14	(10)	10	(11)
Advertiser/agency perception of media	11	(12)	12	(11)	10	(11)
Reader traffic studies (e.g., Starch, Readex)	5	(13)	4	(13)	6	(13)
Syndicated readership (e.g., SMRB)	2	(14)	3	(14)	1	(14)

ments—are more likely to be conducting this type of research (62 percent and 76 percent).

Forty percent of the magazines conducting reader profile/demographic surveys report they conduct them in-house, 18 percent conduct them out-of-house.

Editorial surveys

Fifty-four percent of magazines conducting research conduct surveys for editorial articles and features. The likelihood of magazines conducting this type of survey does not vary by gross income group. Those magazines with incomes of under $200,000 are just as likely to conduct these surveys as those with over $2 million income. This is true for both business and consumer magazines.

Business and consumer magazines spending over $25,000 on research are more likely than the median magazine to conduct surveys for editorial articles (69 percent and 71 percent).

This type of research is conducted in-house by half (48 percent) of the respondents. Only 9 percent said they conduct surveys for editorial articles out-of-house.

When asked which type of research project was most helpful in sales efforts, the largest percentage (16 percent) said reader profile/demographic surveys. These studies are considered much more helpful to consumer magazines (24 percent) than business magazines (10 percent). They are of particular importance to consumer magazines with research budgets of $10,000 to just under $25,000: 39 percent of respondents in this group said reader profile/demographic surveys are most helpful.

For both consumer and business magazines spending over $25,000 on research in 1980, a significantly smaller percentage (3 percent and 6 percent) reported reader profile/demographic surveys most helpful.

The second most helpful research project in sales efforts is considered to be market studies. Fifteen percent of respondents said this research is the most helpful. Business magazines tend to find this research more helpful than consumer magazines do (19 percent versus 8 percent). Business magazines spending over $25,000 in research in 1980 were most likely to say market surveys are the most helpful type of research in sales efforts (28 percent).

For all 14 types of research covered in the survey, a greater percentage of respondents said they conduct more research in-house than out-of-house. A look at the three most widely-used research types shows that market studies are conducted in-house by 44 percent of the respondents; reader profile/demographic surveys in-house by 40 percent of respondents, and surveys for editorial articles and features are conducted in-house by 48 percent of respondents.

Increasing research

When asked if they plan to conduct more of certain types of research in 1981, respondents noted that they plan more market studies (28 percent) and reader profile/demographic surveys (24 percent)—the two types of research most widely used by magazines in 1980.

A greater percentage of consumer magazines (32 percent) than business magazines (18 percent) expect to conduct more reader profile/demographic studies this year.

Consumer magazines with research expenditures of $10,000 to just under $25,000 in 1980 will be more likely than total respondents to conduct more market studies in 1981 (44 percent versus 28 percent). And consumer magazines with incomes of $200,000 to just under $2 million, or with research expenditures of $10,000 to just under $25,000, will be more likely than total respondent to conduct more reader profile/demographic surveys in 1981 (44 per-

Response rate analysis

	Business	(%)	Consumer	(%)	Total	(%)
Total effective mailing	483	100.0	481	100.0	964	100.0
Total mail respondents	259	53.6	193	40.1	452	46.9
Total telephone respondents	43	8.9	88	18.3	131	13.6
Total respondents	302	62.5	281	58.4	583	60.5
Those conducting research	211	69.9	168	59.8	379	65.0
Those not conducting research	91	30.1	113	40.2	204	35.0

Total research expenditures in 1980 for respondents

Business magazines: 48 percent under $10,000
15 percent $10,000 to $24,999
17 percent $25,000 and over

Consumer magazines: 44 percent under $10,000
14 percent $10,000 to $24,999
18 percent $25,000 and over

Total gross income in 1980 for respondents

Business magazines: 24 percent under $200,000
43 percent $200,000 to $1,999,999
20 percent $2 million and over

Consumer magazines: 22 percent under $200,000
27 percent $200,000 to $1,999,999
29 percent $2 million and over

Note: In the interpretation of this research, the median rather than the mean is used. It is felt that the median represents a more realistic figure because a small number of respondents from very large magazines has skewed the averages upward. The median is that point in a series at which half of the members of the series are on one side and half on the other.

cent versus 24 percent).

A large percentage of total respondents also noted that they intend to conduct the same amount of market studies and reader profile/demographic surveys in 1981 as 1980 (30 percent for market studies and 27 percent for reader profile/demographic surveys).

Less than 5 percent of the magazines noted plans to conduct less research in *any* category in 1981.

72 percent of interviews by mail

In conducting primary research, magazines conduct 72 percent of interviews by mail; 7 percent by phone; 6 percent in person; 5 percent by a selected panel; 5 percent by focus group; and 5 percent by other methods. There was virtually no difference in interview methods used by business or consumer magazines, magazines of different income levels, or magazines with different research expenditures.

The median response rate to any given survey type is 39 percent. (*This response rate, which some in the business view as very high, may reflect an ego factor. This is a question where research people know they are being judged. Research people like to tell others they do well on response rate.*)

Research very important to ad sales

Almost three-quarters of business and consumer magazines (74 percent and 71 percent) feel research is either "very important" or "important" to the sales staff. Business and consumer magazines with research departments (60 percent) and those magazines spending $25,000 and over on research (72 percent to 74 percent) in 1980 are more likely to feel research is "very important" to the sales staff than total respondents (46 percent).

Fifty-eight percent of respondents indicated that studies determining the effectiveness of a magazine's editorial are "very important" or "important" to the editorial staff. Business magazines spending $25,000 or over in research are more likely than total respondents to consider these studies "very important" (39 percent versus the median of 27 percent for total respondents).

Frequently-mentioned research problems

- Keeping the cost down
- Not enough time
- Staff limitations
- Poor response rate
- Determining cost effectiveness
- Getting different departments to use research
- Interpreting results for best use
- Credibility in the face of all the research out there
- Unsophisticated sales staff needs training in using results
- Getting results back when promised
- Results outdated too fast

As gross incomes for consumer and business magazines go up, such research is less likely to be considered "very important" and more likely to be considered "important."

Problems with research

When questioned about the major problem of conducting and using research, magazine executives most frequently mentioned cost, time, and staff limitations.

A poor response rate often results in higher costs, it was noted by several respondents. "We don't get a good response rate," they say. "People are too busy." One respondent noted that he generally does not get a good enough response by mail and is forced to turn to more expensive phone methods.

Respondents report problems with use of the research. "It's not used enough, and when it's used, it's often not used effectively," said one respondent. Another reported that use is not intelligent. "Figures are considered definitive instead of indicative, and variations from year to year confuse position," he said.

Others complain about prob-

(Continued on page 81)

Here's one that everybody has a lot of fun with: What pay-up rate is expected on a hard offer? The industry "average" is 90 percent. Or is it 85 percent? Well, imagine the surprise of one Midwestern publisher who had only a 60 percent pay-up rate on a hard solicitation. Why only 60 percent, he queried, when the average is 90 percent?

Well, suppose the bill goes out after the first issue of the magazine goes out. And suppose the first issue of the magazine is not what was promised in the direct mail solicitation? The pay-up rate is going to be pretty low, isn't it? And if the original solicitation contained a cash/charge option and nobody sent cash, wasn't the handwriting on the wall?

For a soft offer, another famous number: 50 percent pay-up. Does it have to be? Of course not. None of these numbers is etched in stone. All they have to be is efficient and intelligent for the particular profit and loss statement of your publication.

Every so often, the advertising trade press announces a new magazine and discusses a test mailing that pulled a tremendous response. If that response is much higher than yours, does it mean you're sending out the wrong letters or publishing the wrong magazine? Absolutely not.

First of all, a test that sours never gets written up in advertising columns because the magazine is usually never published. Second, since average news isn't exciting news, columnists often provoke publishers into giving the rosiest side of their test results. There's really nothing wrong with that unless you are reading about a 10 percent response while holding the actual hard copy test results that read only 4 percent.

It is said that numbers never lie. But surely, 3 percent on a soft offer is not as good as 3 percent on a hard offer. Unfortunately, not many people on the periphery of direct marketing ask that question when the percentage response claim is made.

The industry average may very well *be* 3 percent with the thousands of magazines that are being sold in the marketplace.

But while the numbers don't lie, there is no pre-determined average that applies to your own magazine. There is no average on renewals, or advance renewals, or pay-ups. What counts is testing and results, profit and loss, improvement of results, and deterioration of results.

And the cold hard truth is that famous numbers are for fun, and fun only. Some of them count if they are used as relative benchmarks for expectations. But the only ones that really count in figuring your profit picture are yours.

February checklist

☐ Evaluate incoming counts of orders from late December mailing while looking out for "hot" new lists just tested.

☐ Determine your package component inventory in case you decide on a fast roll-out to one or two of those "hot" lists.

☐ Project inventory requirements on advance renewals for July drop to new subs.

Eliot DeY. Schein is president of Schein/Blattstein Advertising Inc., a New York-based agency with specialties in direct marketing and circulation promotion.

Research

(Continued from page 61)

lems with interpretation of complex studies and getting the staff to incorporate ideas resulting from research.

Particular problems were noted with ad sales people. One wrote: "Unsophisticated sales staff, needs training in using results." Another said: "The sales manager believes the only important number is total circulation; fortunately, he's about to retire."

Another problem is gaining advertiser acceptance and believability. One respondent says, "Advertisers and agencies sometimes discount data if a study is conducted in-house." Another claims that advertisers and agencies don't distinguish between data obtained in a scientific manner and data obtained in an unscientific manner.

Still others are concerned because they don't get research results back when they are promised, or that research results are outdated too fast.

A few people noted an increased demand for research. "Tremendous demand—which is constantly accelerating—yet reluctance by those making the demands to pay the freight. Consequently, ad rates must accelerate to pay the freight," one consumer magazine notes.

"Our marketing people are beginning to holler for more and more statistical help," says another.

How Direct Is Your Direct Mail?

Are you satisfied with your past direct mail efforts? Then you're one of the fortunate few. Because...

...if your magazine is well-targeted
...if your (hard) offer is reasonable
...if you selected the right lists
...if your CPM is about average
...then your package could have pulled at least 4% on the best lists!

We are The Tappan Group. We bring direct mail know-how and magazine expertise together. We know, our packages outpull any control.

Our mail hits your audience deadcenter. Direct, intelligent and always successful.

How we do it? With good old proven methods, and some clever new ones of our own. With hard work, ingenuity and... your help.

We pick your brain. We dig into the mind of your circulation director, your editor. We plunge into your magazine. Splash around. Taste it. Test it. And build a powerful new concept from the bottom up.

Is a new creative approach expensive? Look at the numbers! A major publisher outpulled his control by 51% with our new package. (A lift of only 3% would already have paid off!) Roll-out savings: $158,000.

Our price for the new package? Compared to the postage cost of the mailing, negligible.

Get the complete story... our brochure and 14 page in-depth questionnaire. Call 212-787-5634. Or return the coupon. No charge, no obligations. Then you decide if you want us to help cut your cost.

Please, send me The Tappan Group brochure and the special magazine publisher's questionnaire.

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New York, NY 10024
(212-787-5634)

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cover 1, p. 3, 27, 32.

C 3935-1

Folio

They want a make-good… took me three years to get them into the book… seven boring lunches… trips to their headquarters… *now this!* Maybe I can find a few good checking copies. Nah, that approach won't work… I'll have to call. What if they cancel the contract? Maybe they'll settle for half-off… I feel sick… might as well get it over with. Here goes…

BEST AVAILABLE COPY

APRIL 1981 VOL. 10 NO. 4

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Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

1981 Magazine Publishing Week

Complete seminar and registration information. Page 77.

UPDATE

Management

Magazine executives see hopeful signs in Reagan's start . . . Prime Time going public . . . Experts say strategy for *Woman's World* could work—with $$$. Page 6

Editorial

14 publications receive Neal Awards . . . Calvin S. Cronan wins Crain Award . . . Publishing goal should precede repositioning effort. Page 12.

Production

Paper negotiating possible as supply shortage eases . . . Good printer/publisher relations help cut costs, maintain quality. Page 16.

Advertising Sales

Confusion follows ARF subcommittee report on calibration . . . BPA computerized system to speed data to advertisers. Page 22.

Circulation

USPS considers non-Red Tag scheduled deliveries . . . PRC to hold hearing on second class publication frequency . . . USPS detached label program runs out of steam. Page 28.

Single-Copy Sales

Wholesalers show continued decline in sales growth . . . 50% of execs rate single-copy system 'good'. Page 36.

Magazine Watch

New magazines . . . Mergers & acquisitions. Page 41.

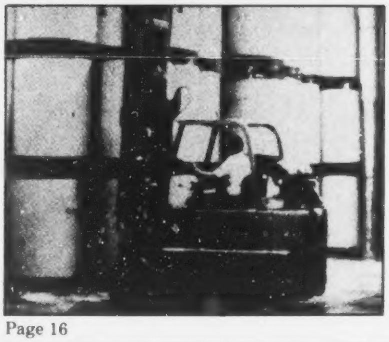
Page 78

PHOTO GALLERY OF GALAXIES
SCIENCE DIGEST

Page 13

Page 36

Page 22



Page 16

FEATURES

Coping with make-goods

By Karlene Lukovitz

Advertising make-goods are a fact of life in magazine publishing. It is remarkable, however, that few magazines have any formal policy for dealing with them. When push comes to shove, the advertiser usually comes out ahead. Page 50.

Sales compensation: designing the right plan

By James Kobak

Many salespeople work best when offered a commission-based compensation plan. However, there are just as many who will work just as hard for a straight salary. How do you determine which plan is right for *your* sales staff? Page 58.

Using incentives to boost single-copy sales

By Melissa Lande

Publishers who compete in the retail marketplace have much to learn from marketers of other products. By effective use of promotional incentives, publishers can stimulate sales and increase consumer awareness of their product. Page 62.

COLUMNISTS

Ron Scott on single-copy sales........66
John Klingel on circulation management..................................74
Jeffery Parnau on production.........76
John Peter on design........................78
Steve Gross on publishing law......115
Eliot Schein on direct mail.............117

DEPARTMENTS

Letters..4
Pub. rep. directory..........................:.24
Calendar...45
Classified..120
Publishers marketplace.................121

Cover design: Steve Phillips

"always depends on correct analysis," the report states. For example, analysis could take the form of a comparison of a particular ad's score with ads studied over a period of time; of product versus product group averages; or of a comparison of advertising campaign trends, depending on the goal of the study.

Ad readership research is also discussed in the report as a way to underscore the marketing importance of print advertising in a magazine.

"How Readership Reports Can Be Used" may be obtained free from Gary Beach, Director of Readership Studies, McGraw-Hill Publications Co., 1221 Avenue of the Americas, New York, N.Y. 10020.

Audit of demographic editions pushed by three magazines

New York City—The debate over the auditing of demographic editions is being kept alive by three magazines, despite an Audit Bureau of Circulations (ABC) decision, made at its annual meeting last November, not to consider such a requirement. *Scientific American*, *Forbes* and *The New Yorker* persist in raising the subject, even though ABC 'explored and rejected the possibility of auditing demographic editions in 1977, and has rejected it each year since.

A two-page ad, which was placed in the December 6, 1980 issue of *Advertising Age* by the three magazines, called for the auditing of demographic editions and asked publishers, advertisers and ad agency personnel to show their support by clipping and returning a coupon. Seventy favorable responses, of the 71 responses received, were tallied by the accounting firm of Ernst & Whinney, New York.

Of the responses, 34 came from ad agency employees, 13 from advertisers and 16 from publishers. Twelve chief executive officers responded, five of whom were from ad agencies. The results of the survey were discussed by the Magazine Directors' Advisory Committee of the ABC during its February 10 meeting.

A second ad by the three magazines, which appeared in *Advertising Age* in late February, announced the results of the survey.

The initial advertisement in *Advertising Age* was placed in an effort to demonstrate to the Magazine Directors' Advisory Committee that interest in auditing demographic editions does exist within the advertising industry. From the advertising agencies, five chief executive officers, four senior executive vice presidents, 10 vice presidents, eight media directors or managers, and one regional planner responded. The remaining six who responded were media planners and account executives.

Hugh Crocker, chairman of the Magazine Directors' Advisory Committee and circulation director for *TV Guide*, *Seventeen* and *Panorama*, said that all members of ABC are entitled to an equal voice, and will be heard. "If there is a need shown for this auditing, you can be sure the directors of the Advisory Committee will look into it," he said. "We don't have a closed mind."

Production costs of print ads dropped 7% in 1980

New York City—The costs of producing print advertisements dropped 7 percent overall in 1980, according to a recently-released survey done by Trout & Ries Advertising.

This is the first time in at least six years that the annual survey, which is conducted among advertisers in the New York Metropolitan region, has shown an overall decline in print ad production costs.

Although costs of producing four-color print ads rose slightly in 1980, costs of producing two-color and black-and-white ads declined, accounting for the 7 percent average decline when all categories were taken into account.

In the black-and-white categories included in the survey, cost of a one-page, black-and-white ad decreased from $3,195 in 1979 to $2,685 in 1980; cost of a two-page, black-and-white spread decreased from $5,480 in 1979 to $4,240 in 1980.

Cost of a one-page, two-color ad dropped from $5,085 in 1979 to $3,965 in 1980; cost of a two-page, two-color spread decreased from $5,620 to $4,615.

Cost of a one-page, four-color ad increased from $7,715 in 1979 to $7,950 in 1980; cost of a two-page, four-color spread increased from $10,175 to $11,125.

Trout & Ries attributes the encouraging results of the 1980 survey to increased efforts by both advertisers and ad agencies to control production costs, in particular by bringing typography and other production functions in-house.

Costs included in the figures are layout charges, photography, retouching, typography, photostats, mechanical assembly, separations, reprints and agency commissions on those charges.

Print production cost survey January, 1981

	1977	1978	1979	1980
1 page black & white	$2,180	$3,240	$3,195	$2,685
1 page two-color	2,820	3,810	5,085	3,965
1 page four-color	4,840	7,470	7,715	7,950
2 page spread black & white	3,400	5,990	5,480	4,240
2 page spread two-color	4,780	5,190	5,620	4,615
2 page spread four-color	8,880	8,650	10,175	11,125

Source: Trout & Ries

People

Frank Sibley to national sales manager, *Restaurants & Institutions*, Cahners Publishing Company.

Gerard F. Moss to ad sales manager, *Classified Advertising Center* and *Graduating Engineer*, from district manager, *Chemical Week* and *Textile World*.

Jeffrey C. Hoopes to national sales manager, *Digital Design*.

Peter Boniface to national sales manager, *Design News*, from eastern regional manager.

Robert H. Dibb to ad director, *House & Garden*, from communications manager, American Standard Company.

David A. Fleischer to ad manager, *National Tax Shelter Digest*.

Charles McDermott to advertising director of *The Runner*.

Michael J. Romano to advertising director, *Cuisine*, from ad director for Network Publishing Corporation.

Frank P. Camastro to advertising manager of *Popular Mechanics*, from eastern ad manager there.

can often help the publisher by varying the number of mailings a magazine is included in," he said. "They can pretty much adjust your volume to whatever you want—within reason."

A publisher can also control the number of orders he receives from subscription agencies by increasing or decreasing the number of agencies he uses. Freeman points out, however, that cash-field and PDS agencies often take three to four months to start selling a magazine again, should the publisher decide that he needs to increase orders after having dropped an agency.

Red Tag service study: 53% delivered on time in 1980

Chicago—Fifty-three percent of Red Tag, or expedited, second-class delivery, magazines were delivered on time in 1980, according to the most recent figures released by Red Tag News Publications, Inc.

The study shows that 28 percent of Red Tag magazines were delivered one-day late, according to standards set by the Postal Service, while 19 percent were delivered more than one-day late.

The report's figures, based on delivery monitoring of 17 weekly business and consumer magazines, are particularly significant in light of the Postal Service's intention to apply a 1.2 cents-per-copy surcharge to Red Tag magazines as of June 1.

"The figures on delivery time are not impressive, particularly when one considers that most—if not all—publishers included in the study spend significant amounts of their own money to help the Postal Service by using additional entry points and air freight," says William Strong, executive director of Red Tag News Publications.

Moreover, there is reason to believe that there may have been some "erosion" of Red Tag service in 1980, according to Strong. He notes, for example, that only 52 percent of Red Tag publications were delivered on time in the second half of 1980, as compared with 54 percent delivered on time in the first half.

Also, the 52 percent second-half, on-time figure for 1980 is the worst recorded in eight years by Red Tag Publications: Only 52 percent of Red Tag publications were delivered on time in the second half of 1972, the year the association started its delivery monitoring.

Red Tag service, formerly available only to weekly magazines, will be open to any magazine willing to pay for it once the surcharge goes into effect. If the Postal Service does not take steps to deal with the expected increase in Red Tag traffic, the service could deteriorate further, Strong says.

"However," he adds, "we are taking the optimistic view that, if the number of magazines using Red Tag increases significantly, the Postal Service will expand and improve the service correspondingly."

Weekly 'Time-Value' Publications January through December—1980

Market Area Monitored	On Time	One Day Late	Later
Atlanta, GA	58	28	14
Austin/San Antonio, TX	48	35	17
Baltimore, MD	46	35	19
Boston, MA	59	26	15
Buffalo, NY	56	33	11
Chicago, IL	64	24	12
Cincinnati, OH	49	35	16
Cleveland, OH	46	35	19
Columbus, OH	73	15	12
Dallas, TX	34	37	29
Denver, CO	37	35	28
Detroit, MI	61	28	11
Grand Rapids, MI	72	21	7
Greensboro, NC	72	13	15
Hartford, CT	66	26	8
Houston, TX	39	28	33
Indianapolis, IN	48	24	28
Jacksonville/Tampa, FL	58	25	17
Kansas City, MO	56	27	17
Los Angeles, CA	58	22	20
Memphis, TN	56	27	17
Miami, FL	38	32	30
Milwaukee, WI	59	26	15
Minneapolis, MN	53	28	19
Nashville, TN	44	36	20
New Orleans, LA	34	33	33
New York, NY	62	28	10
Philadelphia, PA	55	29	16
Phoenix, AZ	39	29	32
Pittsburgh, PA	42	33	25
Portland, OR	38	31	31
Reno, NV	37	17	46
St. Louis, MO	59	30	11
Salt Lake City, UT	24	33	43
San Diego, CA	33	35	32
San Francisco, CA	58	24	18
Seattle, WA	12	19	69
Tulsa, OK	57	29	14
Washington, DC	63	23	14
Wichita, KS	70	24	6
Average	**53%**	**28%**	**19%**

Data based on experience of 17 weekly business and consumer publications accounting for 1,128,000 copies in the mail each week and predicated on delivery as NEWSPAPERS. Most publications monitored maintain multiple additional entries and air freight to post office of entry.

Scheduled deliveries

(Continued from page 28)

storage space for participating magazines, since those magazines will have to be dropped at postal facilities in advance according to a "lead time" schedule.

Although Smith says that the original estimate is likely to be revised significantly by the time the study is completed, some magazine circulation experts say they believe that few magazines will find it worthwhile to pay extra for scheduled sec-

NOTE

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MAY 1981

THE MAGAZINE FOR MAGAZINE MANAGEMENT

THE PERSONALIZED MAGAZINE

SPECIAL REPORT:
THE CABLE TV CONNECTION

POSTAL RATE UPDATE

REGIONALIZING YOUR EDITORIAL

SPECIAL SECTION: 1981 DIRECTORY OF MAGAZINE SUPPLIERS

BEST AVAILABLE COPY

MAY 1981 VOL. 10 NO. 5

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

Special Section
1981 Directory of magazine suppliers. Page 109.

UPDATE

Management

Demand-printing could provide economical reprints, monographs . . . Three major magazine publishing companies announce video plans . . . Bankruptcy code puts pressure on publishers to collect quickly. Page 4.

Single-Copy Sales

Wholesalers fear trend to cutting off-cover discounts . . . Wholesalers report new surge of outdated copies into market. Page 16.

Postal Rates

Controlled magazines moving to second to get 10%-15% increases . . . 27% postal increase for Red-Taggers delayed until ? Page 26.

Production

Printers, snared by inflation, competition, focus on productivity . . . Int'l magazine printing shifting overseas due to postal rate hike. Page 35.

Advertising Sales

Organize for effective use of sales time . . . Inside selling opportunities often overlooked. Page 42.

Editorial

Editors' productivity tracked by 'weighted' system at Technical . . . $5,000 awards acknowledge editorial excellence at CBS. Page 52.

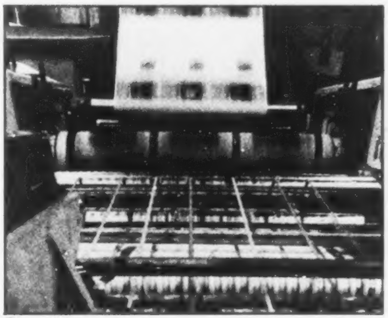
Magazine Watch

New magazines . . . Mergers & acquisitions . . . Ceased publication . . . Name changes. Page 57.

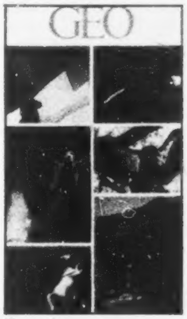
FACES

Charles Mandel of *Science Digest*. 65
Joseph Ruskin of McGraw-Hill. . . 68

Cover design: Steve Phillips



Page 35



Page 84

Page 52

Page 65

HER MAGAZINE
HIS MAGAZINE
OUR MAGAZINE
NEWS
THEIR MAGAZINE

Page 83

FEATURES

Special report: The cable TV connection

By Barbara Love

More and more publishers seem to be getting involved in cable TV lately. What opportunities, if any, exist for magazines in this new medium? To find out, FOLIO talked with two dozen experts from the fields of publishing, advertising and cable. Page 70.

Regionalizing your editorial

By John Fry

How does a national consumer magazine cope with the growing competition from regional magazines? If the editorial content can be geographically subdivided, then regionalization may be the answer. Page 78.

The personalized magazine

By Chip Block

If publishers are to survive in the current economic climate, they must find new ways to expand operating margins. The key to survival, says the author, is the personalized magazine. Page 81.

Editorial training

By Loy Wiley

Training editors involves more than encouraging them to perfect their skills as wordsmiths. Page 91.

COLUMNISTS

John Peter on design. 84
Eliot Schein on direct mail. 87
John Klingel on circulation. 95
Jeffery Parnau on production. 96
Ron Scott on single-copy sales. . . 100

DEPARTMENTS

Calendar. 62
Classified. 235
Publishers marketplace. 236
Pub. rep. directory. 46

be shredded (or, if the publisher does not accept affidavits, the copies should be returned for credit).

Resale of copies obtained in this way violates the rights of national distributors, to whom legal ownership of the magazines reverts once return credits have been granted, Mackay asserts.

A court case is now underway in which several national distributors, the International Periodical Distributors Association (IPDA) and some wholesalers are being sued by one poly-bag distributor who claims that retailers were told that the poly-bag magazines were stolen and therefore should not be purchased, Mackay notes. The legal status of copies diverted from the distribution system and other issues in the outdated copy area may be clarified by this case, he says.

The second possible source of outdated magazines is publishers themselves, according to Mackay, who says he believes there are indications that publishers are responsible for the current surge of outdated magazine copies into the market.

"Although no one has any hard figures on this problem, it seems clear that there are unusually large numbers of poly-bagged magazines appearing in stores now," he asserts. "Such large volumes would tend to indicate that publishers are the source of these copies, since the number of copies that could be diverted from individual wholesale agencies is fairly modest. Also, many of these magazines are relatively recent—three- to six-months old—and in mint condition, with covers still on. This suggests that some publishers are keeping undistributed excess copies in warehouses and releasing them into the poly-bag industry three- to six-months after issue off-sale dates.

"These publishers reason, I suppose, that by waiting and then selling these remainder copies, they can recoup some of their publishing costs," Mackay continues. "It's possible that in some cases publishers intend for these remainder copies to be sold overseas, and the copies are diverted and never make it overseas—or are sent back here as soon as they arrive overseas."

Whatever the source, wholesalers agree that poly-bag copies are damaging to them and to publishers. One way poly-bag magazines hurt wholesalers is by turning up in wholesalers' agencies as improper returns. If the wholesaler's system cannot detect that a given copy is not one which that agency distributed, the wholesaler may credit the retailer, but then be denied a credit in turn by the national distributor when the improper return is detected at that level. Even if both the wholesaler and the national distributor fail to detect the improper return, and the wholesaler is credited for it, the wholesaler loses money because of the high cost of handling returns, Mackay says.

Both wholesalers and publishers are hurt by poly bags on an even more far-ranging level, the wholesalers say.

"These magazines destroy the market for the wholesaler," says Harrington. "If you're a consumer and you're not interested in the recency of the magazine—as is true for many buyers of men's sophisticates—and you can get the older magazine issue at maybe one-third the price of a new one, why buy the new one?"

Mackay, who says that magazines that sell for $2.50 new are sometimes sold for as little as three for $1.25 in poly bags, contends that publishers who sell copies to poly-bag distributors are not only committing "a grievous breach of accepted industry practices," but also damaging their own markets.

"This may very well not be the exhibition of good business sense which some publishers believe it to be," he says. "There has to be some business damage and loss involved when old issues of a magazine are competing with the new one on the stands."

Magazines' share of wholesalers' business increasing

New York City—Magazines are steadily increasing their share of wholesalers' business, according to the most recent Council for Periodical Distributors Associations (CPDA) Performance Analysis Report.

The report, containing financial data on wholesalers for 1979, shows that magazines' percentage of wholesalers' business increased in 1979 for the second consecutive year. Magazines' percentage of total wholesaler sales was 69.44 percent in 1977, 72.82 percent in 1978, and 76.11 percent in 1979, according to the figures published in *CPDA News.*

CPDA president Roy Newborn attributes magazines' growing portion of wholesalers' business to gains of display space made by the magazine industry, space acquired by going into new outlets and by establish-

Heard any good quotes lately?

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gi

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Company
Street
City
State Zip
Telephone
Average Print run
Frequency

Wholesalers' product mix

	1977	1978	1979
Magazines as % of total sales	69.44	72.82	76.11
Books as % of total sales	23.40	22.45	19.45
Newspapers as % of total sales	5.72	4.15	3.68
Other products as % of total sales	1.44	.58	.76

*Data from reporting member wholesaler agencies of the Council for Periodical Distributors Associations. Source: *CPDA News*

ing expanded Family Reading Centers in existing ones. He also credits the food industry's "growing awareness of magazines' profit potential."

One marketing consultant to the publishing industry, however, says he believes the shift in wholesalers' product mix reflects declining sales of paperbacks rather than a significant increase in demand for magazines from retailers or consumers. "Magazine single-copy sales have been poor recently, but paperback sales are even worse," he says. Paperbacks' percentage of total wholesaler sales dropped from 23.40 percent in 1977 to 19.45 percent in 1979.

Newborn says that, while he has noted declines in paperback sales in the supermarkets serviced by his wholesaler agencies, paperback sales are increasing in his bookstores. A West Coast wholesaler has noticed the same pattern in that area, he notes.

Magazines' profit ranking in convenience stores down in 1980

East Northport, L.I.—Although magazines and paperbacks maintained their ranking for sales revenue among other product categories in convenience stores in 1980, they declined in profit ranking, according to an analysis recently published in *The Convenience Store Record.*

Magazines/paperbacks contributed only 1.7 percent to convenience stores' overall profit dollar growth in 1980, placing the category in fourteenth place among the 15 product categories analyzed. Moreover, this figure represents a decline from 1979's contribution of 2.8 percent, when magazines/paperbacks ranked twelfth among the 15 categories.

In terms of total profit dollars generated, magazines/paperbacks also gave a rather poor showing. Although the category gained in total profit dollars—from $103,990 in 1979 to $115,960 in 1980 (an increase of 11.5 percent)—this increase ranked fourteenth among the 15 categories studied. Only health & beauty aids, with an increase in profit dollars of 8.3 percent, ranked lower.

The magazine/paperback contribution to convenience stores' overall sales revenue growth was 4.2 percent in 1980; the category ranked eighth among the 15 analyzed. This is an improvement from 1979's 3.7 percent contribution to sales revenue growth for magazines/paperbacks, when the category was ranked eleventh.

In terms of total sales dollars, magazines ranked eighth among the 15 categories in both 1979 and 1980. Sales revenue from magazines/paperbacks rose from $439,950 in 1979 to $520,000 in 1980. This represents a gain of 18.2 percent.

The gains of magazines/paperbacks in contribution to convenience stores' dollar sales growth and in total sales dollars reflect increases in cover prices rather than unit sales increases, according to Bill Ringler, publisher of *The Convenience Store Record*, a newsletter distributed to convenience stores, manufacturers, publishers, and various other segments within the publishing industry.

To do his analysis, Ringler used updated figures from *Progressive Grocer*'s database.

Total UPC scanning stores exceed 3,000

New York City—Universal Product Code (UPC) scanning, considered the key to obtaining faster, more accurate and more detailed information on magazine single-copy sales, is now being done in more than 3,000 supermarkets around the country.

The total number of scanning stores at the end of 1980 was 3,108, which represents an increase of 1,636 over 1979's total of 1,472, according to George Wright, president of Periodicals Identification and Processing Systems, Inc., a magazine and paperback identification consulting firm. Last year's increase

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UPDATE

Postal rates

Controlled magazines moving to second get 10%-15% increases

New York City—Controlled mailing status magazines, which are being merged into second class, are getting postal rate increases that fall generally between 10 percent to 15 percent.

The 10-percent to 15-percent increases (which take into account the use of pre-sorting to qualify for discounts) are relatively mild as compared with the 25-percent to 30-percent increases many formerly controlled magazines expected under the U.S. Postal Service's rate proposal for second class/non-expedited.

The Postal Rate Commission's (PRC) non-expedited second class rates were approved under protest, along with most of the PRC's other rates (see accompanying articles on exceptions: second class/expedited and third class regular bulk rates) by the U.S. Postal Service Board of Governors. Approved rates went into effect March 22.

Magazines in the controlled-to-second-class group include business magazines with primarily non-paid circulation (which are now in a new, second class subcategory called Alternative II), and normally second class paid-circulation business and consumer magazines that had switched to controlled mailing status to gain the temporary rate advantage that has existed for the past few years. The more than 800 magazines in the latter situation are moving back to second class under the new Alternative I subcategory.

Alternative I and II rates are essentially the same, with the exception that Alternative I magazines (those meeting existing paid-circulation and other requirements for second class) are eligible for lower rates on copies mailed in-county.

Eligibility requirements for Alternative II (including the stipulation that at least 50 percent of a magazine's circulation be requested) must be met by March 20, 1982. Magazines not meeting Alternative II eligibility requirements will have to

(Continued on page 32)

27% postal increase for Red-Tag mailers delayed until ?

Washington, D.C.—Expedited second class (Red Tag) magazines have been given at least a temporary stay from the average 27-percent rate increase they would be hit with under the Postal Rate Commission's (PRC) decision.

Although the U.S. Postal Service Board of Governors put most of the PRC's recommended new rates into effect under protest on March 22 (the exception being third class bulk rates, as explained in a separate article in this section), the Governors declared that the PRC's recommended Red Tag surcharge could not go into effect on that date.

The Governors pointed out that last August's decision that an expedited second class subclass should exist set June 1, 1981 as the effective date for that subclass. Therefore, because the subclass has not gone into effect, an expedited surcharge cannot yet be applied, the Governors said. They did not say what, if anything, they will do about the surcharge when the subclass does go into effect in June.

The Governors decided that expedited magazines should, at least for now, pay the same new rates as non-expedited second class magazines. Because the PRC's recommended rates for non-expedited magazines as adopted by the Postal Service assign those publications only a 1-percent average increase, expedited magazines are in a relatively comfortable rate situation, although they do not know for how long.

Under last August's decision, a 2.3-cent differential between the expedited and non-expedited subclasses (consisting of a 1.2-cent surcharge for expedited magazines and a 1.1-cent discount for non-expedited magazines) was to go into effect on the same date as the expedited subclass.

But in its February rate-case decision, the PRC recommended a 3.4-cent rate differential between the subclasses, using a cost-accounting method that the U.S. Postal Service

Publication delivery box score
Ordinary second class & controlled circulation publications*
October through December 1980

Zones	USPS service standard	Better than service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
1&2	4th Day	9%	11%	44%	20%	12%	4%
3	5th Day	11	17	46	12	6	8
4	6th Day	22	22	37	13	2	4
5	7th Day	15	16	35	22	7	5
6	8th Day	29	17	35	12	5	2
7	9th Day	33	12	33	14	7	1
8	10th Day	20	12	35	22	5	6
Composite	%	19%	16%	37%	17%	6%	5%

***Data based on experience of 17 business and consumer publications (including both large- and small-volume circulation publications) using available United States Postal Service surface transportation. Source: Red Tag News Publications Association, Inc.**

NOTE

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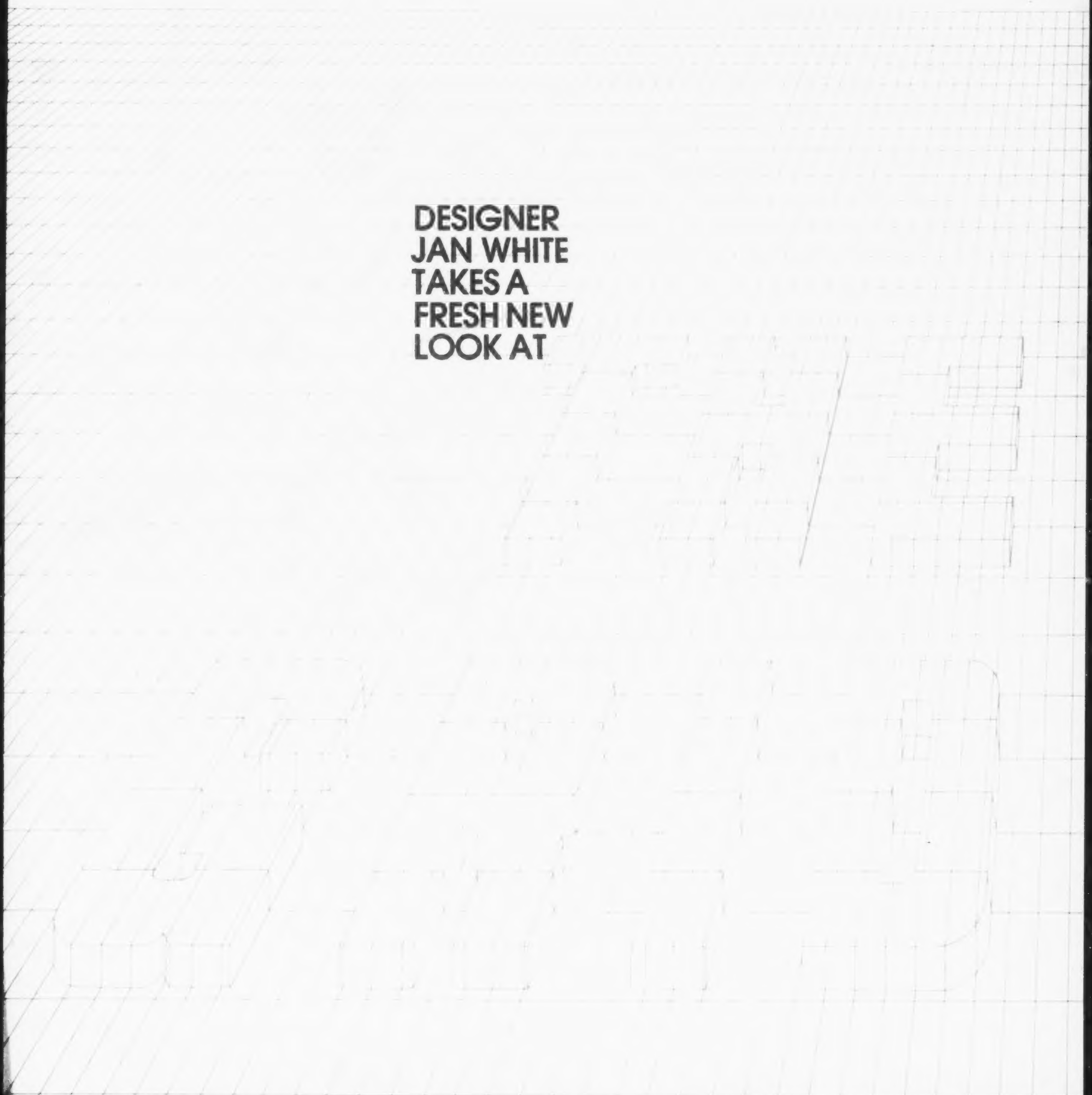
$4.00 JUNE 1981

THE MAGAZINE FOR MAGAZINE MANAGEMENT

SPECIAL SECTION: TYPESETTING EQUIPMENT—THE STATE OF THE ART

1981 FOLIO TYPESETTING SURVEY

THE IN-HOUSE COMPUTER: A PUBLISHERS' PRIMER



DESIGNER
JAN WHITE
TAKES A
FRESH NEW
LOOK AT

JUNE 1981 VOL. 10 NO. 6

1-/38
+ mag watch (?)

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Editorial

Magazines must teach editors, writers about libel laws . . . Editors should follow trade practices or risk losing photographers . . . Publishers' concern about libel increases after *Enquirer* suit . . . Crain enmeshed in union bid for editorial staff. Page 4.

Circulation

Subs down for 31% of ABC magazines in 1980's second half . . . Meeting 50% request requirement a problem for some magazines . . . Give price-increase test enough time to ensure accuracy. Page 10.

Single-Copy Sales

1980's second half: no signs of end to single-copy slump . . . Distributor criticizes wholesalers' handling of smaller magazines . . . Overseas single-copy sales total $30 million . . . 'Sophisticates' making gains in supermarkets. Page 14.

Management

MPA vows to fight service-related costs; Time Inc. satisfied . . . No formula exists for 'fair price' of magazine property . . . Many 'knockout' factors can kill expected acquisition . . . Magazines supplying text to Nexis, on-line text retrieval system. Page 21.

Advertising Sales

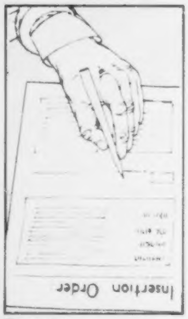
Publishers do have rights under verbal ad sales agreements . . . ABC rejects demographic audits for third time . . . Fear of advertiser problems can lead to advertiser problems. Page 34.

Magazine Watch

Panorama folds due to lack of reader interest . . . New magazines . . . Mergers & acquisitions . . . Ceased publication. Page 43.

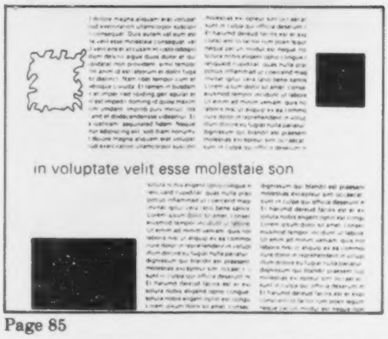
Page 56

Page 76



Page 34

Page 54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Page 85

FEATURES

Folio Typesetting Survey

By Barbara Love

Two hundred thirty-one publishers describe their typesetting operations in this exclusive FOLIO survey. Page 58.

Typesetting: The state of the art

By Frank Romano

The technology of typesetting has changed dramatically in the last 10 years, and is still evolving at a rapid pace. Page 63.

In-house computers: a publisher's primer

By Elaine E. Jaffe
and Ariel B. Schembry

If you are thinking about computerizing your publishing operation, keep in mind that preliminary research is essential. A naive purchase can lead to disaster. Page 76.

Grids

By Jan V. White

Have you ever wondered why most magazine pages are divided into two or three columns? It's nothing but a habit—a *bad* habit, says this designer. Page 85.

FACES

Walter Joyce of *Playboy*..................51
Kelso Sutton of Time Inc..................54

COLUMNISTS

John Peter on design..........................56
Ron Scott on single-copy sales.........94
Eliot Schein on direct mail...............96
John Klingel on circulation 98
Jeffery Parnau on production.......101

DEPARTMENTS

Calendar..48
Classified..104
Publishers marketplace.................106

Cover design: Steve Phillips

UPDATE

Circulation

Subs down for 31% of ABC magazines in 1980's second half

Schaumburg, Ill.—Thirty-one percent of consumer magazines reporting to the Audit Bureau of Circulations (ABC) showed losses in subscription circulation during the second half of 1980, according to ABC's *Fas-Fax Report* for that period. In comparison, 26 percent showed subscription declines in the second half of 1979.

But the losses, though numerous, were generally small to moderate in size. Only one magazine, for example, showed a larger than 50-percent decrease (*Hi-Fi/Stereo Buyers' Guide*, -58.40 percent), and only one magazine had a decline in the 40-percent to 50-percent range (*Heavy Metal*, -42.02 percent).

Other magazines whose subscription circulation losses were among the largest recorded include *Athletic Journal* (-38.41 percent), *Tiger Beat Star* (-38.22 percent), *Tiger Beat* (-35.87 percent), *Tiger Beat Star Super Special* (-33.90 percent), and *Off-Road* (-30.47 percent). Most other percentage losses were below 15 percent.

In contrast, there were many very large gains among the majority of magazines that had increases in subscription circulation. At least nine magazines had subscription increases of 50 percent or more: *Milwaukee*, 50.80; *St. Louis Magazine*, 51.96; *Rona Barrett's Daytimers*, 53.14; *Working Mother*, 58.69; *Gallery*, 59.02; *Us*, 68.71; *American Demographics*, 69.37; *Dirt Bike*, 73.99; and *Indianapolis at Home*, 81.25. *Solar Age*, with an impressive 163.18 percent gain, outshone them all.

Several women's magazines (in addition to *Working Mother*), showed subscription gains, and some of the gains were substantial: *Seventeen* (37.00 percent); *Working Woman* (26.63 percent); *Mademoiselle* (14.29 percent); *Woman's Day* (9.27 percent); *Harper's Bazaar* (7.99 percent); *Redbook* (4.63 percent); *Ladies' Home Journal* (4.50 percent); *Self* (2.78 percent); and *Good Housekeeping* (0.22 percent). For *Seventeen*, *Working Woman*, *Redbook* and *Ladies' Home Journal*, the subscription gains compensated for single-copy losses, resulting in increases in overall circulation for the period for those magazines. (*See second-half analysis in Single-Copy Sales Update section in this issue.*)

Subscription declines of less

(Continued on page 46)

Top 10 magazines by subscription circulation in second half of 1980*

	Number of subscriptions		percent increase/ decrease
	2nd half '80	2nd half '79	
1. *Reader's Digest*	16,764,806	16,544,824	1.33
2. *National Geographic*	10,706,403	10,410,479	2.84
3. *Better Homes and Gardens*	7,341,210	7,351,026	-0.13
4. *TV Guide (U.S.)*	6,772,677	7,439,561	-8.96
5. *McCall's*	5,448,463	5,703,322	-4.47
6. *Ladies' Home Journal*	4,635,783	4,436,062	4.50
7. *Time*	4,072,468	3,999,725	1.82
8. *Redbook*	3,516,403	3,360,857	4.63
9. *Good Housekeeping*	3,405,129	3,397,788	0.22
10. *Newsweek*	2,715,641	2,713,994	0.06

*Source: Audit Bureau of Circulations *Fas-Fax Report*, December 31, 1980

Top 10 magazines by total paid circulation, second half 1980*

	Total circulation		percent increase/ decrease
	2nd half '80	2nd half '79	
1. *TV Guide (U.S.)*	17,981,657	19,043,358	-5.58
2. *National Geographic*	10,711,886	10,413,639	2.86
3. *Better Homes and Gardens*	8,052,693	8,097,651	-0.56
4. *Woman's Day*	7,748,069	7,560,329	2.48
5. *Family Circle*	7,529,734	7,753,604	-2.89
6. *McCall's*	6,218,169	6,526,745	-4.73
7. *Ladies' Home Journal*	5,601,449	5,502,149	1.80
8. *Good Housekeeping*	5,290,833	5,271,172	0.37
9. *National Enquirer*	5,135,799	5,024,180	2.22
10. *Time*	4,358,911	4,272,888	2.01

*Source: Audit Bureau of Circulations *Fas-Fax Report*, December 31, 1980

Meeting 50% request requirement a problem for some magazines

New York City—Among magazines affected by the Postal Service's new 50-percent request requirement (formerly controlled magazines being merged into second class), some are anticipating few problems in meeting the requirement, but others—particularly medical journals— are very concerned.

Under the merger of the controlled mailing class into second class, which took effect in March with the new postal rates, formerly controlled magazines with primarily nonpaid circulations are now in second class Alternative II, a new subclass. Alternative II publications pay the same rates (with the exception of copies mailed in-county) as Alternative I publications—those that have primarily paid circulations and also

Single-copy sales

1980's second half: no signs of end to single-copy slump

Schaumburg, Ill.—The second half of 1980 saw no break in the single-copy sales doldrums that has beset the industry for a full year.

Of the 348 consumer magazines that supplied data for the Audit Bureau of Circulations' *Fas-Fax Report* for the period ending December 31, 1980, 137 (or 39 percent) showed declines in single-copy unit sales from their totals for the same period in 1979. Nearly the same percentage (41 percent) showed single-copy sales declines in 1979's second half as compared with 1978's second half.

Most magazines in the shelter category showed single-copy losses: *1,001 Decorating Ideas* (-30.84 percent), *Apartment Life* (-19.57 percent), *Southern Living* (-8.73 percent), *House Beautiful* (-7.38 percent), *Sunset* (-6.11 percent), *Better Homes and Gardens* (-4.71 percent). Gains were made by *House & Garden* (3.37 percent) and *Colonial Homes* (0.95 percent).

Several general interest magazines lost single-copy circulation. These include *Saturday Evening Post* (-29.82 percent), *Life* (-21.42 percent), *Reader's Digest* (-15.63 percent), and *TV Guide* (U.S.) (-3.40 percent). Those with increases include *Us* (18.29 percent), *People Weekly* (8.87 percent), and *Saturday Review* (7.76 percent).

Losses were recorded by two major science magazines: *Scientific American* (-9.52 percent) and *Omni* (-5.52 percent). *Popular Science* had a gain of 3.92 percent.

Teen magazines continued to show poor performances: *Tiger Beat Star* (-36.03 percent), *Teen Machine* (-25.77 percent), *Tiger Beat Star Super Special* (-16.72 percent), *Tiger Beat* (-15.62 percent), and *'Teen* (-0.12 percent). *Super Teen*, however, gained by 8.42 percent.

The extent of the automotive magazine single-copy sales slump: *Pickup, Van & 4WD* (-27.66 percent), *Four Wheeler* (-17.69 percent), *Road & Track* (-6.13 percent), *Petersen Action Group* (-3.62 percent), *Car Craft* (-0.53 percent), *Popular Hot Rodding* (-0.02 percent). Gains were achieved by *Super Stock & Drag Illustrated* (15.54 percent), *Street Rodder* (14.55 percent), *Car and Driver* (2.35 percent), and *Stock Car Racing* (1.54 percent).

City magazines turned in mixed performances. Gains made by *Phoenix Magazine* (73.17 percent), *Connecticut Magazine* (28.04 percent), *New York Magazine* (24.22 percent), *The Washingtonian* (23.15 percent), *Texas Monthly* (12.89 percent), and *Boston Magazine* (9.86 percent) were offset by losses experi-

(Continued on page 19)

Top 10 magazines by single-copy circulation in second half of 1980*

	Number of copies sold 2nd half '80	 2nd half '79	percent increase/ decrease
1. *TV Guide (U.S.)*	11,208,980	11,603,797	-3.40
2. *Woman's Day*	7,711,693	7,527,039	2.45
3. *Family Circle*	7,529,734	7,753,604	-2.89
4. *National Enquirer*	4,634,527	4,538,116	2.12
5. *Penthouse*	4,088,018	4,475,019	-8.65
6. *The Star*	3,375,595	3,173,358	6.37
7. *Cosmopolitan*	2,740,335	2,648,543	3.47
8. *People Weekly*	2,050,136	1,883,095	8.87
9. *Good Housekeeping*	1,885,704	1,873,384	0.66
10. *Globe*	1,761,121	1,507,708	16.81

*Source: Audit Bureau of Circulations *Fas-Fax Report*, December 31, 1980.

Distributor criticizes wholesalers' handling of smaller magazines

Hollywood, Fla.—Wholesalers who are trying to increase their efficiency by not distributing magazine copies they believe are part of excessive allotments are threatening the existence of special interest magazines—and their own businesses.

This was the message delivered to wholesalers by William Hall, vice president-director of Fawcett Marketing Services, CBS Publications, at the annual conference of the Atlantic Coast Independent Distributors Association.

Hall says that some wholesalers, angered by what they think are excessive allotments of special interest magazines, are trying to keep their operating costs down by refusing to distribute copies they think will result in a greater than 40-percent return rate, or less than 60-percent sale.

While stressing that it is a necessity for wholesalers to improve the efficiency of their operations, Hall maintains that trying to impose a 60 percent sale on all magazines by withholding some copies from distribution will undermine the single-copy sales industry, including wholesalers themselves.

Hall, who contends that allotments are planned as nearly as possible to maximum efficiency, says wholesalers who refuse to distribute some alloted copies may succeed in temporarily forcing the percentage of sale up, but will also reduce unit sales and thereby throw the magazine into a downward spiral.

To illustrate his point, Hall used an example of a magazine for which a total allotment of 300 copies is made to 100 retail outlets, so that the average retailer is drawing three copies and returning 1.5 copies—a 50-percent sale. "How can you regulate such fractions more efficiently?" he asks. "Do we distribute only 250 copies in order to get a 60-percent sale? Wrong. If we do, the most marginal retailers must be dropped from the distribution plan, the sale declines to 137 units, and efficiency only improves to 55 percent for one issue—and then the cycle starts all over again."

By damaging sales of special interest magazines, wholesalers are threatening a major part of their own business for the future, Hall asserts. He points out that the decade of the 1980s has begun with declining sales of men's magazines—the wholesalers' mainstay—and "generally flat sales in most other categories," with the exception of the tabloids and personality-oriented magazines.

Hall agrees with wholesalers' contention that they are in a precarious economic situation, with their costs rising rapidly as unit sales simultaneously decline. But, he says, publishers' and national distributors' costs are also "ballooning." "So who's going to finance the new publications that are going to rescue your fortunes in the eighties?" he asked wholesalers."Not the national distributors—not with the cost of money at 18 percent."

Nor, Hall says, can the magazine industry continue to expect to be able to "load all of these soaring costs onto the consumer by simply raising cover prices."

Therefore, Hall says, wholesalers will need special interest magazines more in the years to come. "You want only those titles that can be efficiently handled at a 60-percent sale level? Or even a 65-percent to 70-percent level, as some wholesalers are saying? Well, there are less than 100 of those titles, and they're the ones that don't need *you* very much," he warned. "If you're only going to handle the 20 percent that count for 80 percent of the sales volume, don't be surprised if the big retailers decide that they can handle distribution of those magazines themselves."

The best way to improve the efficiency of wholesalers' operations and of the entire single-copy industry, Hall contends, is to improve display of magazines, including special interest magazines.

Noting that greeting cards, which had virtually no supermarket space in 1970, now have twice the space magazines have in those supermarkets that carry both items, Hall said, "We must all become marketers, not merely warehousemen and fleet operators and distributors.

"You cannot gain enough efficiency in internal operations to survive if you don't protect sales—and margins are not going to increase enough to save you, because they cannot," he added.

Even special interest magazines can be regulated to achieve 60 percent or better sales, but only if wholesalers, national distributors and publishers cooperate to increase space and so allow for full-cover display of these and other magazines, Hall asserts. "Special interest magazines cannot achieve 60 percent sell-throughs in situations in which only 25 percent of a magazine's cover is shown," he says.

Overseas single-copy sales total $30 million

New York City—Single-copy sales of U.S. magazines overseas annually total more than $30 million, according to figures released by Boarts International, Inc., a distributor of American publications overseas.

The report projects annual overseas sales in U.S. dollars based on Audit Bureau of Circulations' (ABC) figures for the period ending June 30, 1980.

The "men's general" magazine category recorded by far the highest total single-copy sales volume overseas: $23.3 million. The leader in this group was *Penthouse*, with $9.6 million in sales (including sales of 91,000 back issues). Next was *Playboy* ($7.7 million), followed by *Oui* ($1.9 million).

Science magazines achieved the second highest single-copy sales volume, with a total of $2.9 million. The leader was *Omni* ($1.6 million), followed by *Scientific American* ($1.1 million).

Other large-volume categories included "general interest," with a total of $2.8 million (led by *Life*, with $1.2 million); "young women's," with a total of $2.7 million (led by *Playgirl*, with $984,695); "automotive," with a total of $2.4 million (led by *Hot Rod*, with $560,628); "cycling," with a total of $2.4 million (led by *Easyriders*, with $958,650); and "women's general," with a total of $2.0 million (led by *Woman's Day*, with $548,744).

Total projected annual sales dollars for reporting magazines is $29,599,647. This total does not include sales figures for 11 magazines that did not file with ABC in time for the first-half report: *Book Digest Magazine, Campus Life, Creem, Cycle Guide, Exploring, The Family Handyman, Four Wheeler Custom Bike, High Times, L'Officiel USA, Motorboat,* and *New Republic*. Nor does it include foreign editions of *Newsweek* and *Time*.

'Sophisticates' making gains in supermarkets

New York City—"Men's sophisticate" magazines, long shunned by supermarkets because of retailers' fear of offending customers, are beginning to make inroads into these important magazine outlets—but slowly, according to *Chain Store Age Supermarkets (CSAS)*.

The major sophisticates are working their way into supermarkets via concentrated marketing programs designed to convince retailers that placement of magazines *will* be based on each store's demographics—that the magazines will not, for example, be tested in a supermarket located across the street from a church, noted *CSAS*.

At least three supermarket chains are now carrying sophisticates as a result of such marketing efforts, according to *CSAS*. *Playboy* and *Penthouse* are carried in 235 Albertson's supermarkets and in about 60 stores in Safeway's Phoenix division; *Playboy* and *Forum* are carried in about 40 Mayfair Supermarkets. Display methods vary: Albertson's places the magazines behind counters with "blinders"; Safeway displays

Top 10 magazines in annual foreign sales in dollars*

	% foreign to U.S. circulation	Annual foreign sales ($)
1. *Penthouse*	8.7	9,552,630**
2. *Playboy*	7.1	7,721,340
3. *Oui*	10.5	1,936,140
4. *Omni*	12.5	1,625,448
5. *Life*	10.9	1,227,834
6. *Scientific American*	47.7	1,065,432
7. *Gallery*	7.1	1,058,373
8. *Architectural Digest*	31.0	1,032,990
9. *Playgirl*	8.1	984,695
10. *Easyriders*	11.8	958,650

*Source: *Boarts' Report of Overseas Sales of American Magazines*, December, 1980.

**Includes 90,947 single-copy sales of back issues in Australia.

second U.S. magazine company recently acquired by Maclean-Hunter Limited. It acquired the American Communications Group of American Can, Greenwich, Connecticut, which published *Progressive Grocer* and *C-Store Business*, on January 1. The Communications Group also supplied marketing data to the supermarket industry and marketed home economic instructional materials.

Farm Building News

Farm Building News, a magazine for farm building and grain contractors, and *No-Till Farmer*, a newsletter for farmers interested in learning about reduced tillage systems, were purchased from Reiman Publications in March by Frank Lessiter, publisher and editor of both publications. Details of the sale were not disclosed. No staff changes are planned for either the monthly newsletter or the seven-times-a-year, 15,000 circulation *Farm Building News*. New offices for both publications are located at 260 Regency Court, Waukesha, Wis. 53186.

3 to Get Ready

3 to Get Ready, introduced last October as a fortnightly Sunday newspaper supplement for pre-teens and their parents by Media Three Publications, Inc., New York, ceased publication as a supplement on April 12, and will reappear as a monthly magazine in late June.

Morton S. Bailey Jr., former publisher of *the Dial* and *Better Homes and Gardens*, and now new publisher of *3 to Get Ready*, said the change came because "the newspaper supplement was too successful." The initial circulation of 650,000, he said, quickly jumped to seven million. The concomitant rise in ad rates pushed the cost of a full-page ad to approximately $50,000—beyond the price range of most advertisers.

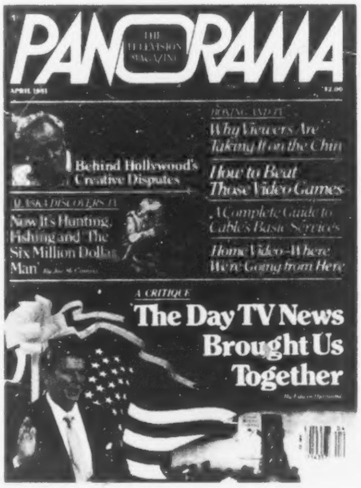
The new magazine will have an initial circulation of 200,000. Bailey said he wants to go no higher than 750,000. All editorial is in four-color. A subscription is $12.50. Newsstand distribution is planned for the future.

Frequency Changes

Working Mother

The McCall Publishing Company will increase the frequency of its *Working Mother* magazine from bimonthly to monthly in September. The magazine, introduced in 1978 for women combining career, marriage and motherhood, has a circulation of 300,000. It posted a 78-percent growth in ad pages from 1979 to 1980.

Ceased publication


PANORAMA
THE TELEVISION MAGAZINE
APRIL 1981
$2.00
Why Viewers Are Taking It on the Chin
Behind Hollywood's Creative Disputes
How to Beat Those Video Games
Now It's Hunting, Fishing and 'The Six Million Dollar Man'
A Complete Guide to Cable's Basic Services
Home Video—Where We're Going from Here
A CRITIQUE
The Day TV News Brought Us Together

Panorama folds due to lack of reader interest

New York City—Panorama, sister magazine to Triangle Communications, Inc.'s *TV Guide* and *Seventeen*, ceased publication this month due to a lack of consumer acceptance. The magazine covering "television today and tomorrow" was introduced in February 1980.

"It is evident that there is no need for *Panorama* as a consumer magazine," Walter H. Annenberg, president of Triangle, states frankly. "Circulation results proved beyond a doubt that few readers were interested in our editorial content."

A poor renewal rate, declining newsstand sales, and discouraging results from a recent test mailing for new subscribers were cited as reasons for the magazine's demise.

Panorama was introduced in 1980 with a rate base of 200,000 following a successful introductory test mailing, according to Triangle's editorial director, Merrill Panitt. Two months later, however, the rate base was cut in half to save money, as consumer acceptance lagged behind corporate expectations. Circulation advertising efforts on television, cable, radio and in other magazines failed. An editorial change of direction was also tried, but to no avail.

Despite the lack of reader interest, advertising acceptance of the magazine met Triangle's goals: First-year ad pages totaled roughly 300. That, however, was not enough to keep the magazine alive. "In publishing, it is the public that makes the final judgment," Annenberg said, "and the sensible course is to follow that judgment."

Subscriptions down

(Continued from page 10)

than 5 percent were posted by *Glamour* (-4.59 percent); *McCall's* (-4.47 percent), *Vogue* (-2.14 percent), and *Cosmopolitan* (-1.53 percent). With the exception of *McCall's*, these magazines had single-copy gains that overrode the subscription losses.

Among men's magazines, *Gentlemen's Quarterly* had a subscription loss (-8.36 percent), although a single-copy gain outweighed this. *Esquire* had a 6.61 percent subscription gain to complement its more than 30-percent single-copy sales gain.

Those "men's sophisticates" that filed in time for the ABC deadline showed subscription gains, with the exception of *Genesis* (-11.09 percent). The gainers were *Gallery* (59.02 percent), *Forum* (6.50 percent), *Penthouse* (2.58 percent), and *Club* (0.88 percent). But, with the exception of *Club*, these magazines had single-copy sales losses that outweighed subscription gains.

The newsweeklies showed small subscription gains: *Time*, up 1.82 percent; *U.S. News & World Report*, up 0.43 percent, and *Newsweek*, up 0.06 percent.

Many general interest magazines recorded gains in subscription circulation. *Us* was a leader, with a 68.71 percent increase, followed by *Life* (25.60 percent), *People Weekly* (17.96 percent), *National Geographic* (2.84 percent), and *Reader's Digest* (1.33 percent). But rather sizable subscription losses in the general interest group were experienced by *Saturday Evening Post* (-16.39 percent) and by the U.S. edition of *TV Guide* (-8.96 percent). *Saturday Review* showed a 1.70 percent subscription loss for the period.

Sports magazines had mixed subscription results. Gains were made by *Tennis* (9.86 percent), *Golf Digest* (4.60 percent), *Golf* (2.77 percent) and *Sport* (0.79 percent). Small losses were experienced by *Ski* (-2.17 percent), *Skiing Magazine* (-0.59 percent), and *Sports Illustrated* (-0.23 percent).

In this survey of 231 magazine publishers, FOLIO examines the advantages and the problems of setting type in-house and outside.

Folio Typesetting Survey 1981

By Barbara Love
Executive Editor

Over half the publishers responding to FOLIO's first survey on typesetting report that in-house typesetting—an infant technology in 1970—is now an integral part of the way they produce a magazine.

Two hundred thirty-one publishers—each reporting for one magazine—participated in the survey, which was conducted this spring.

The median amount budgeted for typesetting in 1981 by respondents is $20,000.

An average of 1.7 people were added to the production staff to implement the decision to set type in-house. Magazines added as few as one-half person and as many as 10 people when they made the change. The majority (58 percent) added one person.

70 percent buy equipment

Of those magazines with in-house typesetting, 30 percent are leasing the equipment and 70 percent are buying it.

One publisher/editor said that "unfortunately" he is in a lease/purchase arrangement. "The progress in electronic phototypesetting is such that when our lease/purchase (five years) is over, the equipment will be outdated," he added.

When asked if in-house typesetting is saving the magazine money, or if they expect it to save money, 87 percent said "yes" and 13 percent said "no."

Most magazines with in-house typesetting (73 percent) do not operate the typesetting operation as a profit center.

Thirty-five percent of magazines with in-house typesetting are taking outside clients.

When asked what department is responsible for the typesetting operation, 79 percent said production, 14 percent editorial, and 7 percent said other (composition, art, general administration or management).

The majority of magazines with in-house typesetting (59 percent) did not hire trained operators to run the equipment. Seventy-two percent trained the operators themselves.

Every publisher (100 percent) says that in-house typesetting saves on turnaround time. The average turnaround time for copy is 11.5 hours for the first turnaround and 8.6 hours for the second turnaround. The worst turnaround time for first-time copy reported is 72 hours; the best, 10 minutes. For second turnaround, the worst time mentioned is 48 hours; the best, 10 minutes.

44 hours of down-time

When asked how much down-time they estimate they have each year with in-house typesetting, the median response was 44 hours.

Almost half (48 percent) of the respondents characterize the maintenance service they get for their in-house equipment as "good." Twenty-eight percent said the service is "excellent"; 17 percent, "fair"; 6 percent, "poor"; and 2 percent, "very poor."

Publishers indicated that in-house typesetting benefits in reduced turnaround time, reduced cost, and greater control are all of about equal importance. Seventy-five percent say reduced turnaround time is "very important"; 24 percent, "somewhat important"; and 4 percent, "not important." Seventy-five percent say reduced cost is "very important"; 25 percent, "somewhat important." Eighty percent say greater control is "very important"; 20 percent say it's "somewhat important."

Thirty-seven percent of respondents say they plan to buy additional typesetting equipment in the next 12 months.

52 percent pay by the page

Of those magazines that use an outside supplier for typesetting, 52 percent pay by the magazine page, 30 percent by the inch, 9 percent by the hour, and 9 percent by some other unit (per line, per package, or per codings).

Magazines pay an average of $38.01 per magazine page for typesetting. By the inch, magazines pay an average of $1.30; by the hour, an average of $24.83.

For magazines in the survey, authors' alterations (AAs) represent an average of 13 percent of the total typesetting costs.

Turnaround time for copy with outside suppliers is greater than it is with in-house typesetting, according to respondents in this survey. The average time for first turnaround with outside suppliers is 57 hours (compared with 11.5 hours in-house) and for second turnaround 36 hours (compared with 8.6 hours in-house).

When asked what is the major

benefit of using an outside typesetter, magazine publishers gave the following answers: no equipment on premises, no mechanical problems, no fixed cost, no need to employ salaried help, cheaper going in, flexibility, no internal overhead, no downtime, no hassle, access to complex math and foreign language symbols, convenience, space, and ability to demand quality and service.

One publisher noted: "Machine, personnel, supply problems are the typesetter's. We get all the benefits of equipment updates and capabilities without investment. We can match equipment to the job by using various typesetters. We can 'switch horses' at any time for an individual job or for the entire magazine."

34 percent have contract

About one-third of respondents (34 percent) say they have a contract with their outside supplier. Of those that do have a contract with their outside supplier for typesetting, almost half (46 percent) said they would seriously negotiate with another typesetter before renewing the contract.

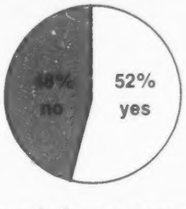
Some publishers who are using outside suppliers for typesetting today say they plan to move to in-house typesetting in the future. Some of these same people stated earlier in the questionnaire that "there are no major benefits to using an outside supplier."

Of the publishers who say they are currently using outside suppliers, 40 percent say they will move to in-house typesetting operations in the next five years. Of those who will make the change in the next five years, 34 percent say they'll make the change within the next year; 43 percent, within one to three years; and 23 percent, within three to five years.

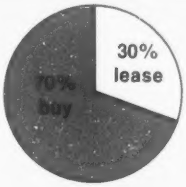
When asked who will have the most influence on the decision to move to in-house typesetting, 54 percent of respondents said the publisher; 16 percent, production executive; 11 percent, the editor; 10 percent, by committee; and 9 percent, another executive.

When asked if they feel knowledgeable about the new technology in typesetting, 66 percent of the responding publishers said "yes."

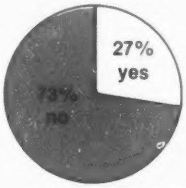
The best source for information on typesetting equipment and developments, according to respondents, is the trade press. Forty-four percent of respondents named the trade press as the best source; 18 percent, trade shows; 18 percent, colleagues; 16 percent, suppliers' salespeople; and 4 percent, suppliers' direct mail.



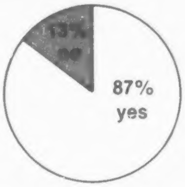
Do you have in-house typesetting?



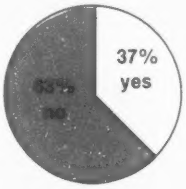
Are you leasing equipment or buying equipment?



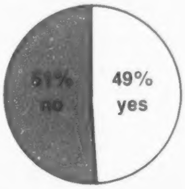
Do you operate the typesetting operation as a profit center?



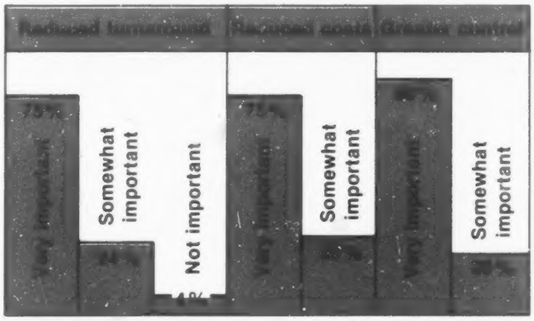
Is in-house typesetting saving you money or do you expect it will save you money?



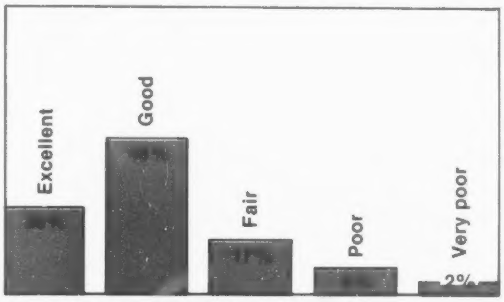
Do you plan to buy additional typesetting equipment in the next 12 months?



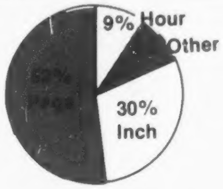
Did you hire trained operators to operate your typesetting equipment?



Evaluate the importance of in-house typesetting benefits.



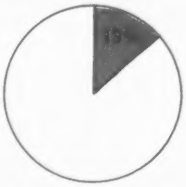
How do you characterize the maintenance service on your equipment?



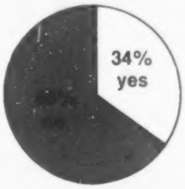
Do you pay for outside typesetting by the page, inch, or hour?

How much do you pay?

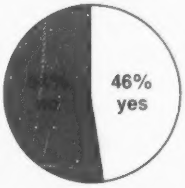
Per page: $38.01
Per inch: $1.38
Per hour: $24.83



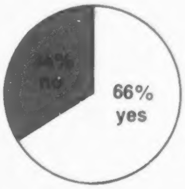
Percent AA s of total typesetting costs.



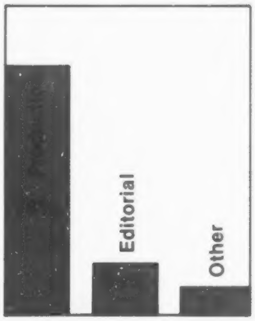
Do you have a contract with an outside supplier?



Will you seriously negotiate with an outside typesetter before renewing your contract?



Do you feel knowledgeable about the new technology in typesetting?



What department is responsible for the typesetting operation?

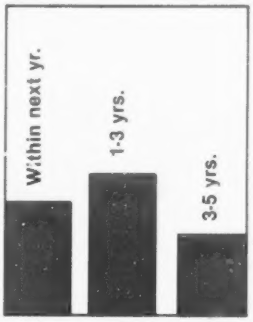
How much turnaround time do you have?

In-house operations

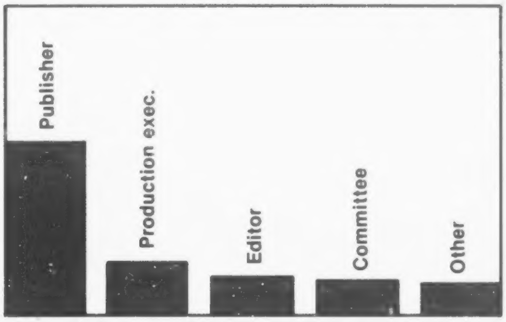
First turnaround: 11.5 hrs.
Second turnaround: 8.6 hrs.

Outside suppliers

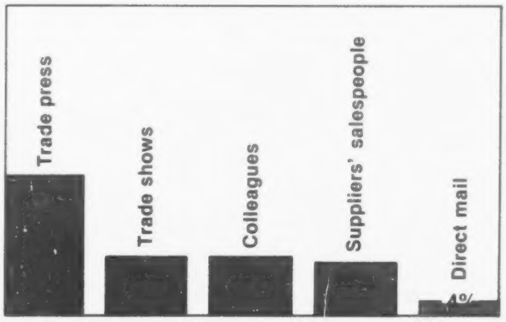
First turnaround: 57 hrs.
Second turnaround: 36 hrs.



Will you move to in-house typesetting within the next year, one to three years, three to five years? (Answered by those planning to change in next five years.)



Who will have the most influence in a decision to move to in-house typesetting?



What is the best source of information on typesetting equipment and developments?

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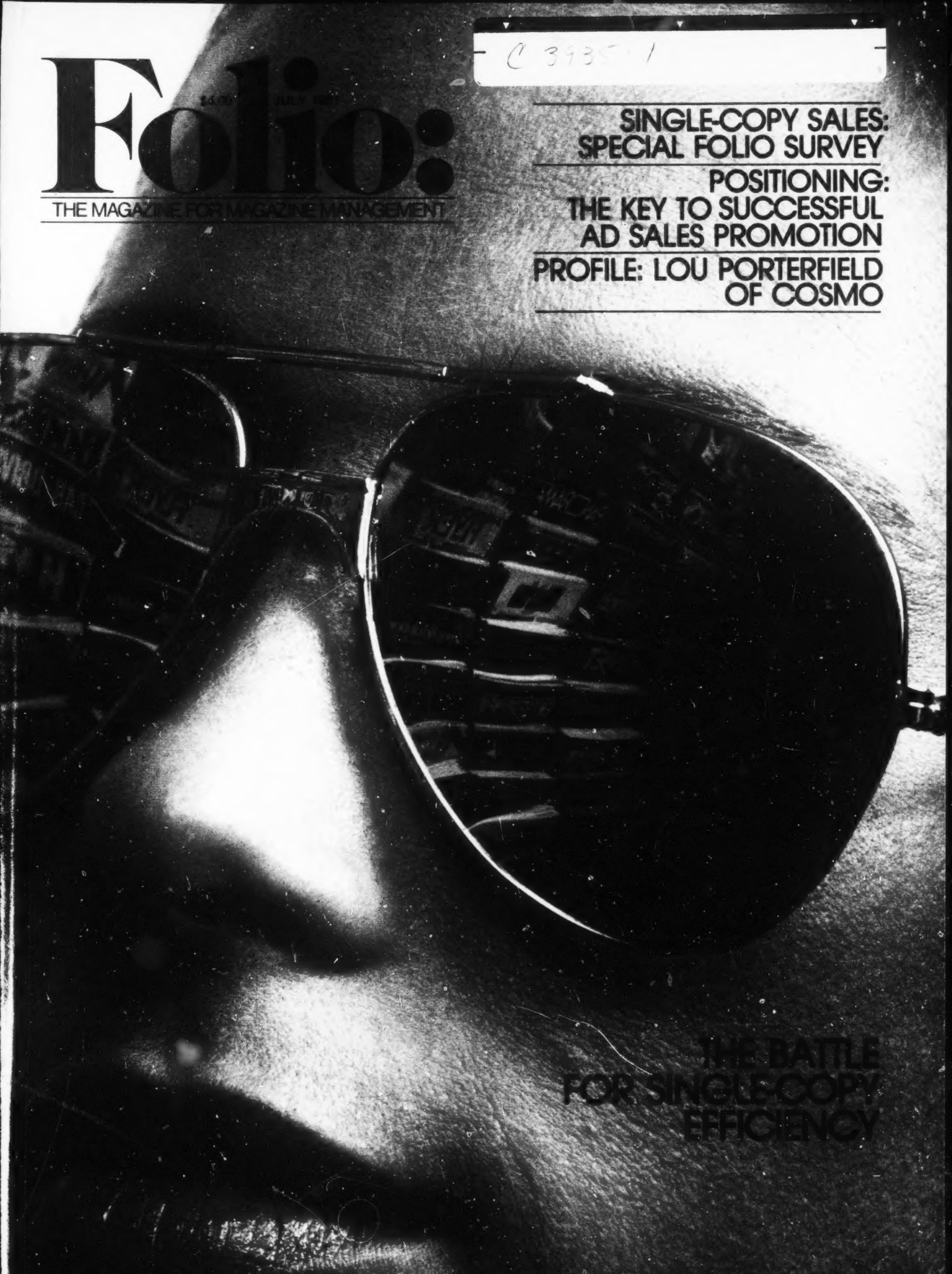
Folio:

$4.00 JULY 1981

THE MAGAZINE FOR MAGAZINE MANAGEMENT



SINGLE-COPY SALES: SPECIAL FOLIO SURVEY

POSITIONING: THE KEY TO SUCCESSFUL AD SALES PROMOTION

PROFILE: LOU PORTERFIELD OF COSMO

THE BATTLE FOR SINGLE-COPY EFFICIENCY

JULY 1981 VOL. 10 NO. 7

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Editorial

Biggest challenge: to change topics into story ideas . . . 'Technophobia' must be respected, says managing editor . . . Freedom is powerful motivator: *Glamour*'s Ruth Whitney. Page 4.

Production

Expect 5% price reduction from new printing equipment . . . 22% to 23% jump in ink prices expected this year . . . Microprocessors on web presses are slashing waste. Page 9.

Advertising Sales

Sales managers' great weakness is in controls . . . Bleed charges being dropped despite new evidence of value . . . Consider adjustments for small-space buyers after rate hike. Page 15.

Single-Copy Sales

Wholesalers have little to fear in magazine libel suits . . . With national distributor, you get what you *push* for. Page 22.

Management

First quarter ad pages down 1%; revenue up 4% . . . Playboy making profit on guides, despite large non-paid circ . . . Budgeting process must be humanized, consultant stresses . . . Delinquent agency accounts increasing. Page 26.

Circulation

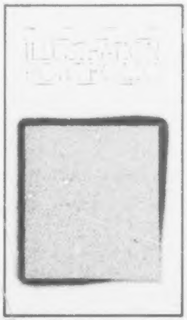
ICD to test delivery of subscriptions through newsstands . . . Exec lists strategies for meeting 50% requirement . . . Telephone can help non-paid magazines get needed requests. Page 32.

Magazine Watch

16 new magazines announced . . . Southwest Media buys *Sport*, begins editorial revamping. Page 40.

Page 15

Page 9



Page 78

Page 43

one magazine that comes in extra large LIFE

Page 62

FEATURES

1981 Folio single-copy sales survey

By Barbara Love

102 circulation executives reveal their strategies and opinions on single-copy sales. Page 48.

Striving for efficiency in single-copy sales

By Melissa Lande

Everyone involved in magazine single-copy sales, from publisher to retailer, agrees that greater efficiency is necessary in the system. But that's about all they agree on. Page 53.

Positioning: the key to successful ad sales promotion

By Julie Laitin

To successfully position your magazine in the ad sales marketplace, you must know how to define your leadership and superiority over your competitors. Page 62.

Point of view: Starting up

By Owen J. Lipstein

Advice and reminiscences on a successful launch, from the publisher of *Science 81.* Page 45.

FACES

Lou Porterfield of *Cosmopolitan*.....43

COLUMNISTS

John Klingel on circulation..............71
Jeffery Parnau on production.........74
Ron Scott on single-copy sales........76
John Peter on design........................78
Eliot Schein on direct mail...............84

DEPARTMENTS

Pub rep directory..............................18
Calendar..41
Classified...86
Publishers marketplace....................88

Cover design: Steve Phillips

UPDATE

Circulation

ICD to test delivery of subscriptions through newsstands

New York City—International Circulation Distributors (ICD), the Hearst-owned national distributor, will begin testing a new concept in subscription delivery this summer. Subscribers will purchase a book of coupons from a retailer, and will be able to redeem, through that retailer, each coupon in the book for an issue of the magazine.

"Publishers will have to rely on new methods of getting copies of their magazines to subscribers as rising postal costs push the price of a mail-delivered magazine above the newsstand price," says Frank Herrera, who is vice president and director of distribution for the Hearst Magazines Division and also responsible for the direction of ICD.

The coupon test will follow a recently completed, year-long test of selling subscriptions from booths set up in department stores. Subscriptions sold this way were delivered through the mails. Tested in over 100 markets with roughly 110 magazines, the system generated $2.5 million worth of subscriptions in the year, Herrera said. He is convinced that magazine subscriptions can be sold in retail outlets.

"You have the person right there, buying the magazine, so you know he or she is interested in it and in a mood to buy," Herrera said. "Right now, wholesalers have approximately 173,000 outlets, and millions of people go through them each week. You have to take your offer to the masses, and this is the best way. You get total exposure where the people are, day in and day out. That is something you could never do with a mailing."

Not only is exposure increased, he said, but costs are reduced for the publisher. "Nobody could afford to do a mailing that size," Herrera said of the retail traffic exposed to the subscription booths. "You also save the cost of designing and producing the direct mail piece. It's a lot better than a blow-in card, too. A reader doesn't see that until he is home, and by that time he is probably out of the mood to buy."

In the new test, each subscriber will be issued a coupon book with 12 coupons, or 24, or whatever number equals the number of magazines the subscription comprises. The logistics of how the magazines will be delivered to the retailers, and how much commission will be given to each party, have yet to be worked out. "Everybody involved will get a share of it," said William Campbell, president of ICD. Campbell added that he

(Continued on page 36)

Exec lists strategies for meeting 50% requirement

Denver—Printing a request qualification form on protective covers ("outserts") wrapped around recipients' copies is the most cost-efficient way for formerly controlled, primarily non-paid magazines to begin efforts to meet the Postal Service's new 50-percent request requirement for second class Alternative II (effective March 20, 1982).

This is the advice of Anthony Pertusi, director of circulation for Cahners Publishing Company, who analyzed the various alternatives for FOLIO readers. Pertusi is a frequent speaker at business publication conferences on the subject of qualifying request circulation.

Protective covers generate better response rates than do other methods that use the magazine itself as a qualification vehicle—for example, blow-in cards and insert cards—Pertusi explains. Moreover, although protective covers sometimes do not generate as large a response as direct mail efforts, and the responses come in more slowly, such covers are far less expensive than direct mail, Pertusi adds.

The protective cover should have printed on it, in addition to the

Publication delivery box score

Ordinary second class & controlled circulation publications*
January through March 1981

Zones	USPS service standard	Better than service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
1&2	4th day	6	10	42	18	16	8
3	5th day	20	6	47	12	11	4
4	6th day	24	8	37	16	7	8
5	7th day	18	10	34	23	12	3
6	8th day	23	12	30	21	10	4
7	9th day	26	10	34	21	4	5
8	10th day	18	10	30	20	14	8
Composite	%	19%	10%	35%	19%	11%	6%

*Data based on experience of 12 business and consumer publications (including both large- and small-volume circulation publications) using available United States Postal Service surface transportation. Source: Red Tag News Publications Association, Inc.

In this survey of 102 circulation executives, FOLIO explores the current state of magazine single-copy sales.

Single-copy sales: 1981 Folio Survey

By Barbara Love
Executive Editor

Single-copy sales is expected to be the area of biggest circulation growth for two-thirds of the magazines with circulations over one million that responded to FOLIO's single-copy sales survey. In contrast, only 23 percent of magazines with circulations under one million expect single-copy sales to be a bigger growth opportunity than subscriptions.

This is one finding from FOLIO's survey, which included responses from 102 circulation directors, each answering for one magazine with single-copy sales. Respondents are responsible for magazines with a median circulation of 101,500, for which single-copy sales contribute an average of 29.5 percent to total circulation.

The majority of participating circulation directors are not running into price resistance when they raise cover prices. Two-thirds of the respondents say that the last cover price increase they tracked did not result in fewer sales. Over half (54.4 percent) say the last cover price hike for which they have results had no impact on unit sales; and a surprising 12.7 percent report unit sales went up. About one-third (32.9 percent) say unit sales dropped after the cover price increase.

The average cover price for magazines in the survey was $1.36 in June 1979; $1.50 in June 1980; and $1.70 in June 1981. Forty-four percent raised their cover prices in 1980; 52.5 percent in 1981. Eighty-four percent increased their cover price in 1980 or 1981; 18.1 percent upped cover prices both years.

Respondents raised cover prices an average of 24.8 percent the last time around.

When asked how important a good cover is to the sale of an individual issue on the newsstand, 58.5 percent feel it's "very important"; 33 percent, "important"; and 8.5 percent, "not important."

Predictably, the cover is considered more important by circulation directors of magazines with a higher percentage of single-copy sales. Sixty-nine percent of circulation directors of magazines with more than 50 percent single-copy sales say the cover is "very important" in the sale of an individual issue versus 45.8 percent for circulation directors of magazines with zero to 10 percent single-copy sales.

Respondents gave a number of answers when asked what they think are the three most important criteria for making a cover work. The most frequently mentioned were a strong photograph, exciting sell lines, and bright colors. Other answers: "easily identifiable," "design," "content," "familiarity," "controversial subject," "topical cover," "type," "printing quality," "illustration," "strong logo," and a "good position on the newsstand."

Little voice in cover choice

Two-thirds of responding circulation directors report that they have "no" or "little voice" in choosing the cover; 26 percent say they have "some voice"; 6.25 percent "a great deal"; and 1 percent "total."

Among circulation directors responsible for magazines with over 50 percent single-copy sales, 40 percent say they have no voice in choosing the cover, 40 percent have "very little" voice, and 20 percent have "some" voice.

Mixed views on in-store checks

FOLIO asked respondents if their national distributors do in-store checks. Of those who indicated the question was applicable to them, 54.9 percent said "yes" and 45.1 percent said "no."

But respondents have mixed views as to the value of these in-store checks by national distributors. Thirty-four percent say they are "not valuable," 36 percent say they are "valuable," and 30 percent say they are "very valuable."

Return flow reports are sent by national distributors to 67.7 percent of respondents on a weekly basis and 32.3 percent of respondents at some other frequency (every 10 days, 14 days, monthly, 60 days, 90 days, 180 days).

Circulation directors report that they are able to calculate the final sale within plus or minus 5 percent in 54.4 days, on average. The answers ranged from seven days to 180 days.

The most important criteria for selecting a national distributor are "responsiveness to client," "payment terms," "strength with wholesalers," "fiscal health," "flexibility," "field force and sales information," "personnel quality," "interest in the magazine," "computerized—looking to the future," "ideas for promotion," "integrity," and "service."

Average returns: 41.6%

The average rate of returns for respondents is 41.6 percent.

When asked if the percent of returns has gone up or down in relation to a base of five years ago, 30.7 percent said "up," 49.3 percent said "down," and 20 percent said "no change." The average increase is 6.4 percent; the average decrease is 12.7 percent.

For the first quarter of 1981, 25 percent of respondents report an acceleration in the number of returns they are getting. Those that have experienced such an acceleration attribute it to the following: "poor visibility," "lack of promotion," "the economy," "less wholesaler service," "price," "clutter at the checkout." By far the most frequent reason given for increased returns is "the economy."

Wide fluctuations in sales

Circulation directors report wide issue-to-issue swings in single-copy sales. The range was from 40 percent of average to 160 percent of the average. But most directors report swings from 80 percent to 125 percent.

Most respondents (70 percent) say they track the type of outlets in which their magazine is sold. Of those that do track outlets, 44 respondents report an increase in sales in the last five years in supermarkets, and between 25 and 30 respondents report increases in drugstores, convenience stores, newsstands, terminals and bookstores. Decreases were reported most in newsstands (13 respondents) and terminals (13 respondents).

Regarding retail display allowances, the circulation directors report that, on average, 47 percent of their single-copy sales in 1981 were covered by RDAs (46 percent in 1980, and 42 percent in 1979).

Many respondents (68.9 percent) report they do not have an allocation for other display expenditures other than RDA.

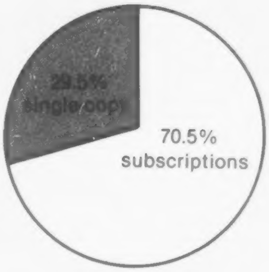
Half the respondents to the question on promotion have budgets for single-copy sales promotion. Of magazines with over 50 percent single-copy sales, 44.4 percent spend money on single-copy sales promotion.

Most respondents (70.7 percent) have increased the amount of money spent on single-copy sales promotion in the last two years. Twenty-two percent have decreased the amount they spend on single-copy sales promotion; 7.3 percent report no change. Single-copy sales promotion budgets were more likely to be raised in the last two years by magazines with 10.1 to 25 percent single-copy sales.

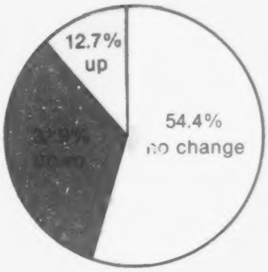
The greatest percentage of respondents (48 percent) use radio to

(Continued on page 80)

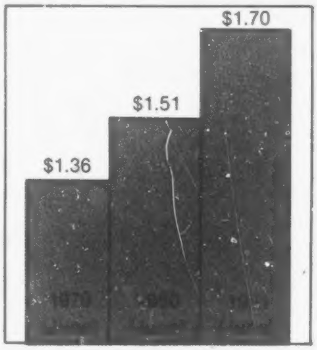
Source of circulation for respondents: subscriptions vs. single-copy



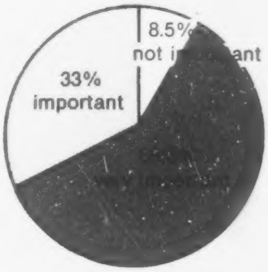
Impact of cover price rise on unit sales



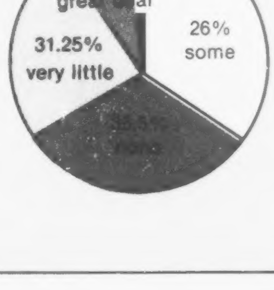
Average cover price



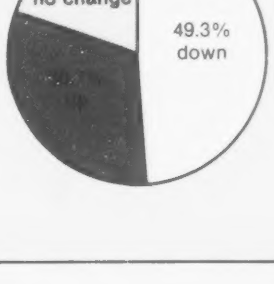
Importance of a good cover on issue performance

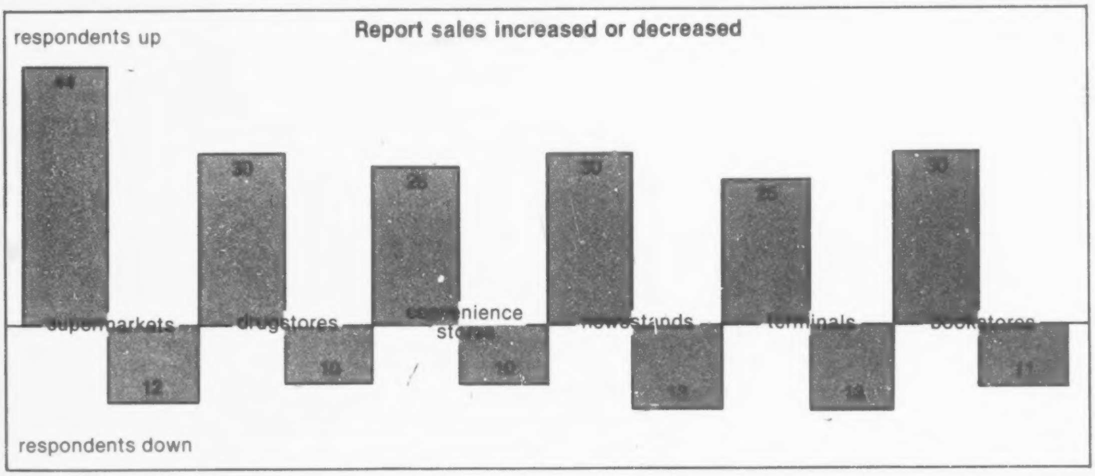


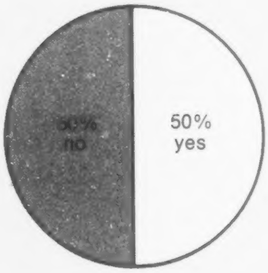
Circulation director involvement in cover selection



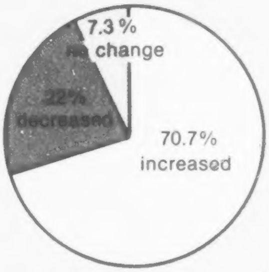
Change in percent of returns over the past five years



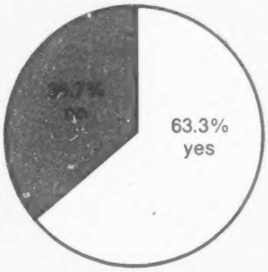




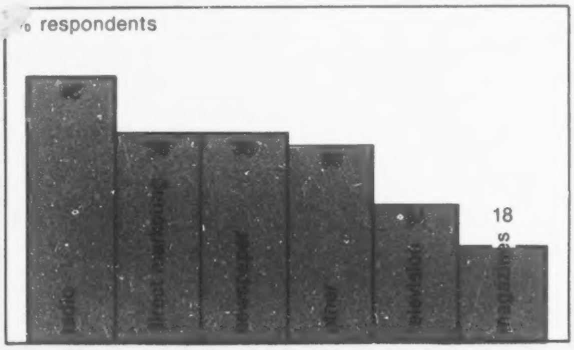
Promotion budgets for single-copy sales



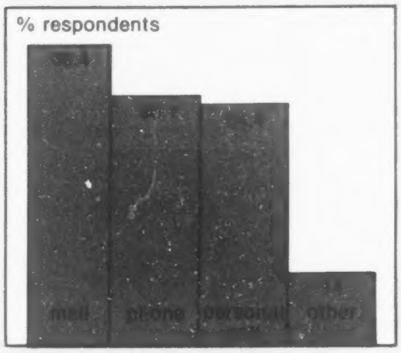
Changes in single-copy promotion budget in last two years



Using direct sales to specialty stores



Vehicles used for single-copy sales promotion



How magazines acquire new direct sales specialty outlets

Porterfield

(Continued from page 44)

ing women's books. Again, his medicine sounds as commonsensical as cod-liver oil. "With the support of a publishing company that believes in print, I'd begin by getting myself the best editor I could hire. That's how a turnaround must start. Then, with a sensible circulation policy and a strong advertising staff, I could make it happen. But without the right editor and editorial product, no amount of sales calls would be sufficient."

Lured to Hearst five years ago from *Ladies' Home Journal*, Porterfield is also serving as publisher/consultant of a new quarterly, *Cosmopolitan Living*. "When they hired me, those in command at Hearst made my assignment clear: Protect the 1,700-plus advertising pages we carried in 1976. Considering where we're at, I guess I blew the assignment."

He adds earnestly, "I don't know why people complicate matters. The simplest solutions and the fastest routes to success are usually staring them right in the face, but their grasp of the obvious leaves a lot to be desired."

Ira Ellenthal is executive vice president of Charleson Publishing Co., as well as publisher/editor of Product Marketing, *a monthly magazine covering cosmetics and toiletries. He writes frequently on the media.*

Single-copy sales

(Continued from page 50)

promote single-copy sales. Other vehicles used to promote single-copy sales: newspapers, 38 percent; television, 24 percent; and magazines, 18 percent.

63.3% using direct sales

Direct sales to specialty outlets are being made by 63.3 percent of respondents. Of those who say they are not selling directly to specialty stores, 56.5 percent say they plan to move in this direction in the next two years.

For magazines distributing directly to speciality outlets, this source accounts for 34.5 percent of total circulation, on average.

When asked how they acquire new direct sales specialty outlets, respondents indicated the most widely used approach is the mail (68.4 percent of respondents). Other approaches: phone, 56.1 percent; personal call, 54.4 percent.

Of magazines using direct sales to specialty outlets 78.6 percent accept returns from the outlets.

The biggest problem magazines have with direct sales is payment, respondents report. Other problems: "outlets go out of business too frequently," "finding them," "turnover," "hostility to direct mail order ads in the magazine," "resistance to no-return policy," "delivery expenses," "paperwork," "running out of copies and restocking stores."

A few respondents indicated they have no problems with direct sales, and one volunteered that "sales are much better than through a distributor."

Only 15.3 percent of circulation directors report that they have their own field force. The cost per person annually for the field force (including salary, travel and entertainment) averages $24,000.

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GLOBE 34.SMITHSONIAN 35.SUNSET 36.HOUSE & GARDEN 37 NEW YORK NEW.

41.FIELD & STREAM 42.POPULAR SCIENCE 43.EBONY 44.POPULAR PHOTOGRAPHY 45.SCIENTIFIC AMERICAN 46.MADEMOISELLE 47.CONSUMER REPORTS 48.MONEY 49.JET 50.NEW YORK 51.OUTDOOR LIFE 52.OMNI 53.L.A. TIMES HOME MAGAZINE 54.HOUSE BEAUTIFUL 55.ARCHITECTURAL DIGEST 6.FARM JOURNAL 57.NATION'S BUSINESS 58.MECHANIX ILLUSTRATED 59.US 60.BON APPETIT 61.PARENTS 62.OUI 63.PSYCHOLOGY TODAY64.TRAVEL & LEISURE 65.ROLLING STONE 66.GOLF DIGEST 67.CHICAGO TRIBUNE 68.CAR & DRIVER 69.WOMEN'S WEAR DAILY 70.COMPUTERWORLD 71.MODERN PHOTOGRAPHY 72.ROAD & TRACK 73.HARPER'S BAZAAR 74.PLAYGIRL 75.HOT ROD 76.CLUB 77.SELF 78.ORGANIC GARDENING 79.GALLERY 80.HIGHLIGHTS FOR CHILDREN 81.TEEN 82.ADVERTISING AGE 83.GRIT 84.MOTHER EARTH NEWS 85.ELECTRONIC NEWS 86.SPORT 87.MODERN MATURITY 88.SPORTING NEWS 89.TRUE STORY 90.GOURMET 91.STEREO REVIEW 92.MOTOR TREND 93.CHANGING TIMES 94.OIL & GAS JOURNAL 95.AVIATION WEEK & SPACE TECHNOLOGY 96.PROGRESSIVE FARMER 97.HIGH SOCIETY 98.GOLF 99.BRIDE'S 100.ELECTRONICS 101.ENGINEERING NEWS RECORD 102.SUCCESSFUL FARMING 103.ESQUIRE 104.BARRON'S 105.GENTLEMEN'S QUARTERLY 106.METROPOLITAN HOME 107.1001 HOME IDEAS 108.MACHINE DESIGN 109.ELECTRONIC DESIGN 110.YANKEE 111.WASHINGTON POST MAGAZINE 112.CHEMICAL ENGINEERING 113.ESSENCE 114.CYCLE 115.MODERN BRIDE 116.CHERI 117.NEW WOMAN 118.GUIDEPOSTS 119.TOWN & COUNTRY 120.NATIONAL LAMPOON 121.SPORTS AFIELD 122.INSIDE SPORTS 123.THE FAMILY HANDYMAN 124.INC. 125.NEW WEST 126.PLANT ENGINEERING 127.RESTAURANTS & INSTITUTIONS 128.TEXAS MONTHLY 129.SOAP OPERA DIGEST 130.BOOK DIGEST 131.NURSING 80 132.GENESIS 133.MEDICAL ECONOMICS 134.GEO 135.FORUM 136.HIGH TIMES 137.INDUSTRY WEEK 138.NATIONAL GEOGRAPHIC WORLD 139.HIGH FIDELITY 140.SKIING 141.NEW ENGLAND JOURNAL OF MEDICINE 142.SAIL143.DESIGN NEWS 144.TENNIS 145.DAILY NEWS RECORD 146.CUISINE 147.BILLBOARD 148.PRAIRIE FARMER 149.SATURDAY REVIEW 150.AMERICAN METAL MARKET 151.FLYING 152.ARMY TIMES 153.RUNNER'S WORLD 154.DATAMATION 155.EDN 156.GUNS AND AMMO 157.INSTITUTIONAL INVESTOR 158.LOS ANGELES 159.CHEMICAL WEEK 160.YACHTING 161.W 162.CHIC 163.TRAVEL/HOLIDAY 164.POPULAR ELECTRONICS 165.BYTE 166.VELVET 167.CAR CRAFT 168.DECORATING & CRAFT IDEAS 169.NEW EQUIPMENT DIGEST 170.CHICAGO 171.WEIGHT WATCHER'S 172.CLUB INTERNATIONAL 173.AIR FORCE TIMES174.SCIENCE 175.WALLACE'S FARMER 176.BOY'S LIFE 177.PURCHASING 178.THE ATLANTIC 179.NATIONAL WILDLIFE 180.NATURAL HISTORY 181.CONSUMER'S DIGEST 182.HFD 183.TRAVEL AGENT 184.JOURNAL OF THE AMA 185.SATURDAY EVENING POST 186.MS. 187.DECISION 188.SKI 189.BOATING 19[illegible] NEWS 191.MAD 19[illegible]USTRIAL EQUI[illegible]EWS 193.COLONIAL H[illegible] [illegible]CCALL'S NEEDLEWORK & CRAFTS 19[illegible] 197.CYCLE WO[illegible] 198.AMERICAN [illegible]URNAL OF NURSING 199.[illegible] 20[illegible]EMICAL & ENGINEERING NEWS 201.[illegible] 202.IRON AGE [illegible] WORKING WO[illegible]N 204.DUN'S REVIEW 205.[illegible] RESTAURANT BUSINESS 207.ARCHITECTURAL [illegible] [illegible] 213.PLAYBILL 214.FA[illegible] [illegible]

The Folio:400

THE MAGAZINE FOR MAGAZINE MANAGEMENT

[illegible] JOURNAL OF ACCOUNTANCY [illegible] POWER 260.SUCCESSFUL MEETINGS 261.MOTOR BOATING& SAILING 262.DIVER[illegible] 263.POSTGRADUATE MEDICINE 264.FLEET OWNER 265.THE CHRONICLE OF HIGHER EDUCATION 266.LINN'S STAMP NEWS 267.EARLY AMERICAN LIFE 268.MODERN MATERIALS HANDLING 269.COUNTRY JOURNAL 270.HOUSTON HOME & GARDEN 271.EASTERN REVIEW 272.ELECTRONIC BUYER'S NEWS 273.GAMES 274.COAL AGE 275.MOODY MONTHLY 276.PICKUP VAN & 4WD 277.CROSSROADS 278.COUNTRY MUSIC 279.SCIENCE 80 280.PRODUCT DESIGN & DEVELOPMENT 281.NEW SHELTER 282.HOME (HUDSON HOME) 283.PUBLISHERS WEEKLY 284.CONSULTANT 285.TWA AMBASSADOR 286.SOLDIER OF FORTUNE 287.WORKBENCH 288.ENGINEERING & MINING JOURNAL 289.SKIN DIVER 290.ALL IN STYLE 291.TELEPHONY 292.MOTORLAND 293.MODEL RAILROADER 294.LEARNING 295.THE BLOOD HORSE 296.QUEST 297.GRAPHIC ARTS MONTHLY 298.JACK & JILL 299.TRAILER LIFE 300.EROS 301.SALES & MARKETING MANAGEMENT 302.HEAVY DUTY TRUCKING 303.THE OFFICE 304.MINI-MICRO SYSTEMS 305.BUSINESS INSURANCE 306.AMERICAN FAMILY PHYSICIAN 307.TIGER BEAT 308.GIFTS & DECORATIVE ACCESSORIES 309.AMERICAN PHOTOGRAPHER 310.CHRISTIANITY TODAY 311.PETERSON'S HUNTING 312.COLUMBIA 313.TOOLING PRODUCTION 314.WORLD OIL 315.INDUSTRIAL MAINTENANCE & PLANT OPERATIONS 316.PLASTICS TECHNOLOGY 317.CHAIN STORE AGE (SUPERMARKET) 318.ELECTRICAL WORLD 319.ELECTRONIC PRODUCTS 320.PACKAGING DIGEST 321.CHEMICAL MARKETING REPORTER 322.CAPPER'S WEEKLY 323.FINANCIAL WORLD 324.WORKING MOTHER 325.WISCONSIN AGRICULTURIST 326.D (DALLAS CITY MAGAZINE) 327.OHIO FARMER 328.DAILY WORD 329.BUILDER (NAHB) 330.MODERN OFFICE PROCEDURES 331.HOSPITALS 332.RADIO ELECTRONICS 3[illegible] VFW MAGAZINE 334.CATHOLIC DIGEST 335.HARDWARE RETAILING 336.IEEE SPECTRUM 337.NEXT 338.CONTROL ENGINEERING 339.ALASKA 340.WE[illegible]ERN HORSEMAN 341.DISCOUNT STORE NEWS 342.PRODUCTION 343.THE ELKS MAGAZINE 344.AIR CONDITIONING HEATING REFRIGERATION 345.HEAVY METAL 346.TODAY'S EDUCATION 347.POWER ENGINEERING 348.DISCOVER 349.MOTORCYCLIST 350.AUDIO 351.EMERGENCY MEDICINE 352.RESTAURANT HOSPITALITY 353.SHOOTING TIMES 354.SCIENCE NEWS 355.ANNNALS OF INTERNAL MEDICINE 356.CHEMICAL EQUIPMENT 357.WESTWAYS 358.CONSTRUCTION EQUIPMENT 359.COMPUTER DECISIONS 360.AMERICAN ARTIST 361.ABA JOURNAL 362.THE ROTARIAN 363.BAKERY PRODUCTION & MARKETING 364.PULP & PAPER 365.PETROLEUM ENGINEER INTERNATIONAL 366.STAG 367.PRODUCTION ENGINEERING 368.NUESTRO 369.OUTSIDE 370.SAN DIEGO 371.HOSPITAL PRACTICE 372.MODERN MACHINE SHOP 373.COMMERCIAL CAR JOURNAL 374.INFOSYSTEMS 375.AUTOWEEK 376.SIXTEEN 377.HIGHWAY & HEAVY CONSTRUCTION 378.ARTNEWS 379.DAYTIME TV 380.MEN'S WEAR 381.TRUE CONFESSIONS 382.HEALTH CARE PRODUCT NEWS 383.MATERIALS HANDLING & ENGINEERING 384.FLOWER & GARDEN 385.DIRTBIKE 386.PAN AM CLIPPER 387.BUILDING SUPPLY NEWS 388.MEDICAL WORLD NEWS 389.SHEET MUSIC 390.NATIONAL HOG FARMER 391.MOTOR 392.ANALYTICAL CHEMISTRY 393.FOUR WHEEL & OFF ROAD 393.PENSIONS & INVESTMENTS 394.MONEYMAKER 395.CHAIN STORE AGE (GENERAL MERCHANDISE) 396.PURCHASING WORLD 397.VOGUE PATTERNS 399.CIRCUS 400.ATTENZIONE 1.T.V. GUIDE 2.TIME 3.READER'S DIGEST 4.NEWSWEEK 5.PLAYBOY 6.PEOPLE 7.SPORTS ILLUSTRATED 8.WOMAN'S DAY 9.BETTER HOMES & GARDENS 10.PENTHOUSE 11.FAMILY CIRCLE 12.BUSINESS WEEK 13.GOOD HOUSEKEEPING 14.NATIONAL GEOGRAPHIC 15.PARADE 16.NATIONAL ENQUIRER 17.U.S.NEWS & WORLD REPORT 18.MCCALL'S 19.LADIES HOME JOURNAL 20.COSMOPOLITAN 21.REDBOOK 22.FAMILY WEEKLY 23.THE STAR 24.FORTUNE 25.GLAMOUR 26.FORBES 27.THE NEW YORKER 28.N.Y. TIMES MAGAZINE 29.HUSTLER 30.SOUTHERN LIVING 31.VOGUE 32.LIFE 33.THEGLOBE 34.SMITHSONIAN 35.SUNSET 36.HOUSE & GARDEN 37.N.Y. NEWS MAGAZINE 38.SEVENTEEN 39.PREVENTION 40.POPULAR MECHANICS 41.FIELD & STREAM 42.POPULAR SCIENCE 43.EBONY 44.POPULAR PHOTOGRAPHY 45.SCIENTIFIC AMERICAN 46.MADEMOISELLE 47.CONSUMER REPORTS 48.MONEY 49.JET 50.NEW YORK 51.OUTDOOR LIFE 52.OMNI 53.L.A TIMES HOME MAGAZINE 54.HOUSE BEAUTIFUL 55.ARCHITECTURAL DIGEST 6.FARM JOURNAL 57.NATION'S BUSINESS 58.MECHANIX ILLUSTRATED 59.US 60.BON APPETIT 61.PARENTS 62.OUI 63.PSYCHOLOGY TODAY64.TRAVEL& LEISURE 65.ROLLING STONE 66.GOLF DIGEST 67.CHICAGO TRIBUNE 68.CAR & DRIVER 69.WOMEN'S WEAR DAILY 70.COMPUTERWORLD 71.MODERNPHOTOGRAPHY 72.ROAD & TRACK 73.HARPER'S BAZAAR 74.PLAYGIRL 75.HOT ROD 76.CLUB 77.SELF 78.ORGANIC GARDENING 79.GALLERY 80.HIGHLIGHTS FOR CHILDREN 81.TEEN 82.ADVERTISING AGE 83.GRIT 84.MOTHER EARTH NEWS 85.ELECTRONIC NEWS 86.SPORT 87.MODERN MATURITY88.SPORTING NEWS 89.TRUE STORY 90.GOURMET 91.STEREO REVIEW 92.MOTOR TREND 93.CHANGING TIMES 94.OIL & GAS JOURNAL 95.AVIATION WEEK & SPACE TECHNOLOGY 96.PROGRESSIVE FARMER 97.HIGH SOCIETY 98.GOLF 99.BRIDE'S 100.ELECTRONICS 101.ENGINEERING NEWS RECORD 102.SUCCESSFUL FARMING 103.ESQUIRE 104.BARRON'S 105.GENTLEMEN'S QUARTERLY 106.METROPOLITAN HOME 107.1001 HOME IDEAS 108.MACHINE DESIGN 109.ELECTRONIC DESIGN 110.YANKEE 111.WASHINGTON POST MAGAZINE 112.CHEMICAL ENGINEERING 113.ESSENCE 114.CYCLE 115.MODERN BRIDE 116.CHERI 117.NEW WOMAN 118.GUIDEPOSTS 119.TOWN & COUNTRY 120.NATIONAL LAMPOON 121.SPORTS AFIELD 122.INSIDE SPORTS 123.THE FAMILY HANDYMAN 124.INC. 125.NEW WEST 126.PLANT ENGINEERING 127.RESTAURANTS & INSTITUTIONS 128.TEXAS MONTHLY129.SOAP OPERA DIGEST 130.BOOK DIGEST 131.NURSING 80 132.GENESIS

AL ECONOMICS 134.GEO 135.FORUM 136.HIGH TIMES 137.INDUSTRY WEEK 138.NATIONAL GEOGRAPHIC WORLD 139.HIGH FIDELITY 140.
NEW ENGLAND JOURNAL OF MEDICINE 142.SAIL143.DESIGN NEWS 144.TENNIS 145.DAILY NEWS RECORD 146.CUISINE 147.BILLBOARD
FARMER 149.SATURDAY REVIEW 150.AMERICAN METAL MARKET 151.FLYING 152.ARMY TIMES 153.RUNNER'S WORLD 154.DATAMATION
.GUNS AND AMMO 157.INSTITUTIONAL INVESTOR 158.LOS ANGELES 159.CHEMICAL WEEK 160.YACHTING 161.W 162.CHIC 163.TRAVEL/
4.POPULAR ELECTRONICS 165.BYTE 166.VELVET 167.CAR CRAFT168.DECORATING & CRAFT IDEAS 169.NEW EQUIPMENT DIGEST 170.CHI-
EIGHT WATCHER'S 172.CLUB INTERNATIONAL 173.AIR FORCE TIMES 174.SCIENCE 175.WALLACE'S FARMER 176.BOY'S LIFE 177.PURCHAS-
ATLANTIC 179.NATIONAL WILDLIFE 180.NATURAL HISTORY 181.CONSUMER'S DIGEST 182.HFD 183.TRAVEL AGENT 184.JOURNAL OF THE
TURDAY EVENING POST 186.MS. 187.DECISION 188.SKI 189.BOATING 190.AUTOMOTIVE NEWS 191.MAD 192.INDUSTRIAL EQUIPMENT NEWS
IAL HOMES 194.THE FARMER 195.MCCALL'S NEEDLEWORK & CRAFTS 196.SIGNATURE 197.CYCLE WORLD 198.AMERICAN JOURNAL OF
99.WASHINGTON REPORTS 200.CHEMICAL & ENGINEERING NEWS 201.WORLD TENNIS 202.IRON AGE 203.WORKING WOMAN 204.DUN'S
.HOARD'S DAIRYMAN 206.RESTAURANT BUSINESS 207.ARCHITECTURAL RECORD 208.NATION'S RESTAURANT NEWS 209.RN 210.SESAME
.PROFESSIONAL BUILDER 212.UNITED MAINLINER 213.PLAYBILL 214.FAMILY HEALTH 215.AMERICAN BABY 216.AMERICAN LEGION 217.
USINESS REVIEW 218.INTERIOR DESIGN219.ARIZONA HIGHWAYS 220.HARPER'S 221.WORKBASKET 222.NAVY TIMES 223.MEETINGS & CON-
24.MODERN PLASTICS 225.ADWEEK 226.SWANK 227.EASYRIDERS 228.SUPERMARKET NEWS 229.PETERSON'S PHOTOGRAPHIC 230.ELEC-
GINEERING TIMES 231.PHILADELPHIA 232.OUR SUNDAY VISITOR 233.BLACK ENTERPRISE 234.HYDROCARBON PROCESSING 235.PRO-
ROCER 236.POPULAR HOT RODDING 237.ELECTRICAL CONSTRUCTION AND MAINTENANCE 238.CO-ED 239.AMERICAN MACHINIST 240.
R 241.PATIENT CARE 242.ADAM 243.MOTOR NEWS 244.BUSINESS & COMMERCIAL AVIATION 245.WASHINGTONIAN 246.INSTRUCTOR 247.
DESIGN 248.PLAYERS 249.INDUSTRIAL RESEARCH & DEVELOPMENT 250.AUDUBON...382.HEALTH CARE PRODUCT NEWS 383.MATERIALS
& ENGINEERING 384.FLOWER & GARDEN 385.DIRTBIKE 386.PAN AM CLIPPER 387.BUILDING SUPPLY NEWS 388.MEDICAL WORLD NEWS
MUSIC 390.NATIONAL HOG FARMER 391.MOTOR 392.ANALYTICAL CHEMISTRY 393.FOUR WHEEL & OFF ROAD 393.PENSIONS & INVEST-
MONEYMAKER 395.CHAIN STORE AGE (GEN. MERCH.) 396.PURCHASING WORLD 397.VOGUE PATTERNS 399.CIRCUS 400.ATTENZIONE

RD ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY ☐ SEPTEMBER 1981

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SEPTEMBER 1981 VOL. 10 NO. 9

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Editorial

Time Inc. seeks the right to depict U.S. currency . . . Editors should not help prepare ad supplements: ABP . . . Zero-base editorial budgeting offers accuracy, flexibility. Page 6.

Single-Copy Sales

More retailers paying wholesalers with premature returns . . . CPDA: Sharing indemnification costs is not feasible . . . Who's educating stores on the importance of magazine sales? Page 12.

Advertising Sales

Computer-generated graphs cut ad sales presentation costs . . . 69% of agencies adjust audience levels . . . Advertisers demanding more extensive reader service inquiry data . . . Page 15.

Circulation

Red Tag surcharge rescinded—possibly for good . . . Red tape reason for unpaid business magazine subs . . . *Reader's Digest* sends direct mail 1st class. Page 26.

Management

Publisher's computer system incorporates all publishing operations . . . Audio-visual format shows execs marketing innovations . . . Delivery systems slighted by electronic publishers. Page 32.

Production

Business mags reaping big savings on 'B' pre-sort, firm bundles . . . Publishers' flexibility heightened by trends in web offset presses . . . Inexpensive micros cut typesetting costs for small magazines. Page 41.

Magazine Watch

Seventeen new magazines introduced . . .Mergers & acquisitions . . .Frequency changes . . . Ceased publication. Page 51.

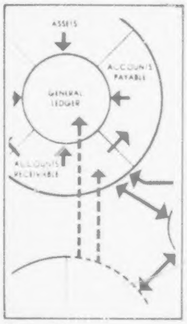
The Folio 400

Page 139

Sports Illustrated
ANATOMY OF A SCANDAL

Page 6

Page 84



Page 32

Page 60

FEATURES

The FOLIO 400

FOLIO's third annual comprehensive ranking of the magazine industry analyzes the top 400 magazines and ranks them by total revenue, advertising performance, and circulation performance. Market analyses provide an in-depth look at the industry's most important competitive markets. New this year are the growth analyses that track the fastest growing magazines of the year. Page 139.

Point of view: Marketing *Saturday Review*

By Charles Mandel

Can the once-thriving *Review* make a successful re-entry into the advertising marketplace? The author, publisher of *Science Digest*, offers his encouragement, and a bit of advice. Page 58.

Curing the sick magazine

By James Kobak

You may not know it, but your magazine could be suffering from a serious, or even fatal "illness." It's time for a check-up. Page 67.

FACES

Ed Koch,
Mayor of New York City.............60
Rob Trowbridge, publisher
of *Yankee*.......................................62

COLUMNISTS

Jeffery Parnau on production.........74
John Jay Daly in Washington.........78
Eliot Schein on direct mail...............80
John Peter on design........................84
John Klingel on circulation..............86

DEPARTMENTS

Pub. Rep. Directory...........................18
Calendar..56
Classified..508
Publishers marketplace................510

Cover design: Steve Phillips

UPDATE

Advertising sales

Computer-generated graphs cut ad sales presentation costs

Menlo Park, Calif.—Color graphs and charts used for ad sales presentations are being created less expensively and more quickly by computer systems than by some magazines' art departments or outside art studios, according to magazine executives using the systems.

"The price for a graph is less if it is computer-generated than if it is prepared by an art department," says Greg Ottersbach, marketing research director at *Sunset* magazine. "The turnaround is also substantially quicker." A further benefit, Ottersbach said, is that he doesn't have to worry about how his idea will be "translated" by an artist.

Ad sales executives who want to take advantage of computer-generated graphics can either contract with an on-line service company, or purchase their own in-house systems.

On-line systems allow users to utilize the power and diverse capabilities of a large computer graphics software installation. A user needs only to lease or purchase an inexpensive, "dumb" terminal and an acoustic-coupler to be able to communicate with the service company's computer over telephone lines.

The specifications for a graph or chart (pie, bar or line) are entered into the user's terminal, along with the numbers to be represented. The computer then creates the graph on the terminal's display screen.

The user may change the graph, alter colors, enlarge portions of the graph, and so on until the graph meets his approval. The user then instructs the computer to plot the graph. A variety of materials, including letterhead stationary, poster board and acetate for overhead projectors can be used.

An on-line user must choose to have his graphs plotted either at the company's facility or by a plotter in his own office. If the user chooses to purchase or lease a plotter, graphs will be received in roughly 20 minutes, as compared with 24 to 48 hours for delivery from the service company. The cost of the plotter is approximately $5,000.

"Even when the graph is sent by mail, the turnaround time is excellent," says Ellen Carucci, research manager at *The New Yorker*, which uses a service provided by Interactive Market Systems, Incorporated (IMS), New York. "We have our own art department, but for someone to strip together a couple of bar charts is a lot of work. It would probably take several days, and that's assuming the art department can start on it right away—which they never can."

The costs for graphs from online systems vary. CompuServe, in

(Continued on page 23)

69% of agencies adjust audience levels

New York City—A Magazine Publishers Association (MPA) survey of the current use of syndicated magazine research services by advertising agencies reveals that 69 percent of ad agencies adjust audience levels.

The high percentage of agencies making adjustments means that advertising agency executives do not take audience research figures literally, according to Constantine Kazanas, senior vice president-marketing development, MPA. "There has been a very widespread opinion among salespeople that agencies just push computer buttons and don't think about the audience research numbers," he says.

The most common adjustment made is in circulation numbers. Twenty-two agencies (52 percent) report they make significant circulation changes; 19 agencies (45 percent) adjust readers per copy; 11 (26 percent) average or adjust information based on other studies; nine (21 percent) discount out-of-home/pass-along information. Seven (17 percent) report that they make adjustments based on judgment or guesstimates. Three (7 percent) adjust audience demographic profile trends, and two (5 percent) weight for situation.

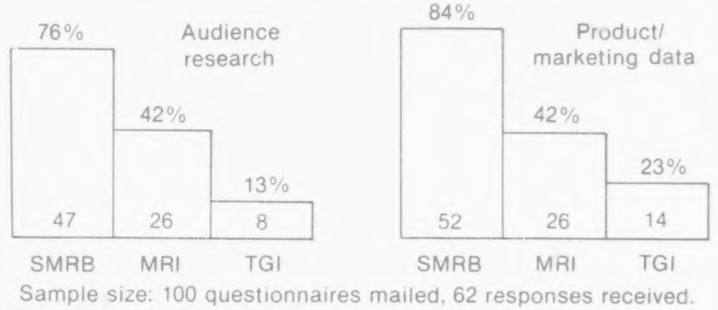
Other findings: 28 respondents (or 45 percent) use Simmons Market Research Bureau exclusively; 12 (or 20 percent) use Mediamark (MRI) exclusively; 20 (or 32 percent) use both SMRB and MRI. Only two respondents (3 percent) use neither service.

Forty-seven respondents (76 percent) currently use SMRB audience research, versus 26 (42 percent) that use MRI and 8 (13 percent) that use Target Group Index (TGI).

Fifty-two (84 percent) use SMRB product/marketing data; 26 (42 percent) use MRI product/marketing data; and 14 (23 percent) use TGI product marketing data.

Agencies are more likely than not to develop their own audience estimates (40, or 67 percent), according to MPA's findings. The greatest

Current use of syndicated magazine research services by advertising agencies*



Sample size: 100 questionnaires mailed, 62 responses received.

*Source: Magazine Publishers Association

The Folio 400 and The Fidler ~~48~~ 50*

*WEEKLIES • Business Week • The Jerusalem Post • L'Express • New York • The New Yorker • The Sporting News • Time (Education Program) • U.S.News & World Report • The U.S. News Washington Letter • World Business Weekly
MONTHLIES • American Journal of Nursing • Americana • Art & Man • ArtNews • Art & Antiques • Bananas • Billboard • Country Journal • Cricket • Discover (World Book) • Dynamite • Family Handyman • Food & Wine • Foreign Affairs • Geriatric Nursing • Harper's • Horizon • Inside Sports • Junior Scholastic • Library Journal • Look • Maternal Child Nursing • McCall's • Mother Jones • Motorboat • Musician • Nursing Outlook • Nursing Research • Next • Penny Power (Consumer Reports) • Plants Alive • Progressive Grocer • Publishers Weekly • Quest • Sail • School Library Journal • Signature • Success Unlimited • Vital • Wow

If you're a Folio 400 magazine, our client list (*) should interest you.

Because there's no direct marketing agency with more varied circulation experience.

Each of these ~~48~~ 50 publications has been a client of The Fidler Group.

For some of them, we've handled special projects: renewals or gifts or insert cards or new business tests.

For others we've done it all, from computer modeling through successful new magazine launch, list selection through print buying.

We are responsible for the eight current control packages for ~~seven~~ publications (two of them beat sweeps) . . . and have created TV and radio and phone selling programs, as well.

What do you need for openers?

Give us a call and tell us what your needs are. It costs you nothing to see samples of our work and learn what we can do for you.

You're sure to go away with ideas you can use. And if we hit if off, we'd be delighted to count you among The Fidler ~~49?~~ 51

Contact Roy S. Fidler, Sandy (Junius R.) Clark, or Kitty Williams at (212) 661-9230.

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THE CIRCULATION MARKETING AGENCY
801 Second Avenue
New York, N.Y. 10017

number of this group (29, or 73 percent) develop prototypes for unmeasured magazines.

Sixty-two agencies responded to the MPA survey, which was sent to 100 agencies.

SMRB meeting 4As' guidelines; many still apprehensive

New York City—Simmons Market Research Bureau (SMRB) has once again changed its methodology—this time to meet the American Association of Advertising Agencies' (4As) guidelines for audience research. Despite the change, however, some apprehension persists.

Earlier this year, the 4As indicated it would find audience research acceptable only if a single methodology were used, if the memory prompt were issue specific, and if the samples used were large enough to keep statistical error from exceeding 15 percent. At that time, SMRB's methodology did not meet these criteria.

SMRB's new methodology, which will be employed for the 1982 study (to begin this fall), does meet these criteria: The single methodology will be through-the-book, an approach that uses specific issues for memory prompts, and the sample size has been expanded to keep statistical error below 15 percent.

SMRB admits that, in making the change, it is yielding to market pressure. In a May 27 report, SMRB stated that it still believes in the method it had been using—through-the-book and calibrated recent-reading. But because SMRB has been unable to prove that the calibrated frequency method produces estimates that are identical to through-the-book numbers, it is "facing up" to the fact that there is a "higher authority."

SMRB presented four possible methodologies (two of which did not meet the 4As' guidelines) for magazine, agency and advertising executives to choose from. Sixty-five magazine executives, 56 agency executives and 10 advertisers registered their preferences.

The response was eight out of 10 in favor of using through-the-book with 35,000 interviews per year, according to G. Edward Winslow, president, Media Studies Division, SMRB. This plan has been adopted.

In implementing the new methodology, SMRB will use approx-

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1.T.V. GUIDE 2.TIME 3.READER'S DIGEST 4.NEWSWEEK 5.PLAYBOY 6.PEOPLE 7.SPORTS ILLUSTRATED 8.WOMAN'S DAY 9.BETTER HOMES & GARDENS 10.PENTHOUSE 11.FAMILY CIRCLE 12.BUSINESS WEEK 13.GOOD HOUSEKEEPING 14.NATIONAL GEOGRAPHIC 15.PARADE 16.NATIONAL ENQUIRER 17.U.S.NEWS & WORLD REPORT 18.MCCALL'S 19.LADIES HOME JOURNAL 20.COSMOPOLITAN 21.REDBOOK 22.FAMILY WEEKLY 23.THE STAR24.FORTUNE 25.GLAMOUR 26.FORBES 27.THE NEW YORKER 28.NEW YORK TIMES MAGAZINE 29.HUSTLER 30.SOUTHERN LIVING 31.VOGUE 32.LIFE 33.THE GLOBE 34.SMITHSONIAN 35.SUNSET 36.HOUSE & GARDEN 37.NEW YORK NEWS MAGAZINE 38.SEVENTEEN 39.PREVENTION 40.POPULAR MECHANICS 41.FIELD & STREAM 42.POPULAR SCIENCE 43.EBONY 44.POPULAR PHOTOGRAPHY 45.SCIENTIFIC AMERICAN 46.MADEMOISELLE 47.CONSUMER REPORTS 48.MONEY 49.JET 50.NEW YORK 51.OUTDOOR LIFE 52.OMNI 53.L.A. TIMES HOME MAGAZINE 54.HOUSE BEAUTIFUL 55.ARCHITECTURAL DIGEST 6.FARM JOURNAL 57.NATION'S BUSINESS 58.MECHANIX ILLUSTRATED 59.US 60.BON APPETIT 61.PARENTS 62.OUI 63.PSYCHOLOGY TODAY64.TRAVEL & LEISURE 65.ROLLING STONE 66.GOLF DIGEST 67.CHICAGO TRIBUNE 68.CAR & DRIVER 69.WOMEN'S WEAR DAILY 70.COMPUTERWORLD 71.MODERN PHOTOGRAPHY 72.ROAD & TRACK 73.HARPER'S BAZAAR 74.PLAYGIRL 75.HOT ROD 76.CLUB 77.SELF 78.ORGANIC GARDENING 79.GALLERY 80.HIGHLIGHTS FOR CHILDREN 81.TEEN 82.ADVERTISING AGE 83.GRIT 84.MOTHER EARTH NEWS 85.ELECTRONIC NEWS 86.SPORT 87.MODERN MATURITY 88.SPORTING NEWS 89.TRUE STORY 90.GOURMET 91.STEREO REVIEW 92.MOTOR TREND 93.CHANGING TIMES 94.OIL & GAS JOURNAL 95.AVIATION WEEK & SPACE TECHNOLOGY 96.PROGRESSIVE FARMER 97.HIGH SOCIETY 98.GOLF 99.BRIDE'S 100.ELECTRONICS 101.ENGINEERING NEWS RECORD 102.SUCCESSFUL FARMING 103.ESQUIRE 104.BARRON'S 105.GENTLEMEN'S QUARTERLY 106.METROPOLITAN HOME 107.1001 HOME IDEAS 108.MACHINE DESIGN 109.ELECTRONIC DESIGN 110.YANKEE 111.WASHINGTON POST MAGAZINE 112.CHEMICAL ENGINEERING 113.ESSENCE 114.CYCLE 115.MODERN BRIDE 116.CHERI 117.NEW WOMAN 118.GUIDEPOSTS 119.TOWN & COUNTRY 120.NATIONAL LAMPOON 121.SPORTS AFIELD 122.INSIDE SPORTS 123.THE FAMILY HANDYMAN 124.INC. 125.NEW WEST 126.PLANT ENGINEERING 127.RESTAURANTS & INSTITUTIONS 128.TEXAS MONTHLY 129.SOAP OPERA DIGEST 130.BOOK DIGEST 131.NURSING 80 132.GENESIS 133.MEDICAL ECONOMICS 134.GEO 135.FORUM 136.HIGH TIMES 137.INDUSTRY WEEK 138.NATIONAL GEOGRAPHIC WORLD 139.HIGH FIDELITY 140.SKIING 141.NEW ENGLAND JOURNAL OF MEDICINE 142.SAIL143.DESIGN NEWS 144.TENNIS 145.DAILY NEWS RECORD 146.CUISINE 147.BILLBOARD 148.PRAIRIE FARMER 149.SATURDAY REVIEW 150.AMERICAN METAL MARKET 151.FLYING 152.ARMY TIMES 153.RUNNER'S WORLD 154.DATAMATION 155.EDN 156.GUNS AND AMMO 157.INSTITUTIONAL INVESTOR 158.LOS ANGELES 159.CHEMICAL WEEK 160.YACHTING 161.W 162.CHIC 163.TRAVEL/HOLIDAY 164.POPULAR ELECTRONICS 165.BYTE 166.VELVET 167.CAR CRAFT 168.DECORATING & CRAFT IDEAS 169.NEW EQUIPMENT DIGEST 170.CHICAGO 171.WEIGHT WATCHER'S 172.CLUB INTERNATIONAL 173.AIR FORCE TIMES174.SCIENCE 175.WALLACE'S FARMER 176.BOY'S LIFE 177.PURCHASING 178.THE ATLANTIC 179.NATIONAL WILDLIFE 180.NATURAL HISTORY 181.CONSUMER'S DIGEST 182.HFD 183.TRAVEL AGENT 184.JOURNAL OF THE AMA 185.SATURDAY EVENING POST 186.MS. 187 DECISION 188.SKI 189.BOATING 190 AUTOMOTIVE NEWS 191.MAD 192.INDUSTRIAL EQUIPMENT NEWS 193.COLONIAL HOMES 194.THE FARMER 195.MCCALL'S NEEDLEWORK & CRAFTS 196.SIGNATURE 197 CYCLE WORLD 198.AMERICAN JOURNAL OF NURSING 199.WASHINGTON REPORTS 200.CHEMICAL & ENGINEERING NEWS 201.WORLD TENNIS 202.IRON AGE 203.WORKING WOMAN 204.DUN'S REVIEW 205.HOARD'S DAIRYMAN 206.RESTAURANT BUSINESS 207.ARCHITECTU[illegible] 208 NATION'S REST[illegible] 209 [illegible] 210.SESAME STREET 211.PROFESSIONAL BUILDER 212.UNITED MAINLINER 213.PLAYBILL [illegible] FAM[illegible] 215.AMERICAN [illegible] HARVARD BUSIN[illegible] INTERIOR [illegible] 219.ARIZONA [illegible] DAN[illegible] MOTOR NEWS [illegible] PLAYERS [illegible] INDUSTRIAL RESEARCH & D[illegible] COUNTRY LIVING 254.JOURNAL OF ACCOUNTANCY [illegible] 259.POWER 260.SUCCESSFUL MEETINGS 261.MOTOR BOATING & SAILING 262.DIVERSION 263.POSTGRADUATE MEDICINE 264.FLEET OWNER 265.THE CHRONICLE OF HIGHER EDUCATION 266.LINN'S STAMP NEWS 267.EARLY AMERICAN LIFE 268.MODERN MATERIALS HANDLING 269.COUNTRY JOURNAL 270 HOUSTON HOME & GARDEN 271.EASTERN REVIEW 272.ELECTRONIC BUYER'S NEWS 273.GAMES 274.COAL AGE 275.MOODY MONTHLY 276.PICKUP VAN & 4WD 277 CROSSROADS 278.COUNTRY MUSIC 279.SCIENCE 80 280 PRODUCT DESIGN & DEVELOPMENT 281 NEW SHELTER 282.HOME (HUDSON HOME) 283.PUBLISHERS WEEKLY 284.CONSULTANT 285 TWA AMBASSADOR 286 SOLDIER OF FORTUNE 287 WORKBENCH 288.ENGINEERING & MINING JOURNAL 289.SKIN DIVER 290.ALL IN STYLE 291.TELEPHONY 292 MOTORLAND 293.MODEL RAILROADER 294 LEARNING 295.THE BLOOD HORSE 296.QUEST 297.GRAPHIC ARTS MONTHLY 298.JACK & JILL 299 TRAILER LIFE 300.EROS 301 SALES & MARKETING MANAGEMENT 302.HEAVY DUTY TRUCKING 303.THE OFFICE 304.MINI-MICRO SYSTEMS 305.BUSINESS INSURANCE 306.AMERICAN FAMILY PHYSICIAN 307.TIGER BEAT 308.GIFTS & DECORATIVE ACCESSORIES 309.AMERICAN PHOTOGRAPHER 310.CHRISTIANITY TODAY 311.PETERSON'S HUNTING 312.COLUMBIA 313.TOOLING PRODUCTION 314.WORLD OIL 315.INDUSTRIAL MAINTENANCE & PLANT OPERATIONS 316.PLASTICS TECHNOLOGY 317.CHAIN STORE AGE (SUPERMARKET) 318.ELECTRICAL WORLD 319.ELECTRONIC PRODUCTS 320.PACKAGING DIGEST 321.CHEMICAL MARKETING REPORTER 322.CAPPER'S WEEKLY 323.FINANCIAL WORLD 324.WORKING MOTHER 325.WISCONSIN AGRICULTURIST 326.D (DALLAS CITY MAGAZINE) 327.OHIO FARMER 328.DAILY WORD 329.BUILDER (NAHB) 330.MODERN OFFICE PROCEDURES 331.HOSPITALS 332.RADIO ELECTRONICS 333.VFW MAGAZINE 334.CATHOLIC DIGEST 335.HARDWARE RETAILING 336.IEEE SPECTRUM 337.NEXT 338.CONTROL ENGINEERING 339.ALASKA 340.WESTERN HORSEMAN 341.DISCOUNT STORE NEWS 342.PRODUCTION 343.THE ELKS MAGAZINE 344.AIR CONDITIONING HEATING REFRIGERATION 345.HEAVY METAL 346.TODAY'S EDUCATION 347.POWER ENGINEERING 348.DISCOVER 349.MOTORCYCLIST 350.AUDIO 351.EMERGENCY MEDICINE 352.RESTAURANT HOSPITALITY 353.SHOOTING TIMES 354.SCIENCE NEWS 355.ANNNALS OF INTERNAL MEDICINE 356.CHEMICAL EQUIPMENT 357.WESTWAYS 358.CONSTRUCTION EQUIPMENT 359.COMPUTER DECISIONS 360.AMERICAN ARTIST 361.ABA JOURNAL 362.THE ROTARIAN 363.BAKERY PRODUCTION & MARKETING 364.PULP & PAPER 365.PETROLEUM ENGINEER INTERNATIONAL 366.STAG 367.PRODUCTION ENGINEERING 368.NUESTRO 369.OUTSIDE 370.SAN DIEGO 371.HOSPITAL PRACTICE 372.MODERN MACHINE SHOP 373.COMMERCIAL CAR JOURNAL 374.INFOSYSTEMS 375.AUTOWEEK 376.SIXTEEN 377.HIGHWAY & HEAVY CONSTRUCTION 378.ARTNEWS 379.DAYTIME TV 380.MEN'S WEAR 381.TRUE CONFESSIONS 382.HEALTH CARE PRODUCT NEWS 383.MATERIALS HANDLING & ENGINEERING 384.FLOWER & GARDEN 385.DIRTBIKE 386.PAN AM CLIPPER 387.BUILDING SUPPLY NEWS 388.MEDICAL WORLD NEWS 389.SHEET MUSIC 390.NATIONAL HOG FARMER 391.MOTOR 392.ANALYTICAL CHEMISTRY 393.FOUR WHEEL & OFF ROAD 393.PENSIONS & INVESTMENTS 394.MONEYMAKER 395.CHAIN STORE AGE (GENERAL MERCHANDISE) 396.PURCHASING WORLD 397.VOGUE PATTERNS 399.CIRCUS 400.ATTENZIONE 1.T.V. GUIDE 2.TIME 3.READER'S DIGEST 4.NEWSWEEK 5.PLAYBOY 6.PEOPLE 7.SPORTS ILLUSTRATED 8 WOMAN'S DAY 9.BETTER HOMES & GARDENS 10.PENTHOUSE 11.FAMILY CIRCLE 12.BUSINESS WEEK 13.GOOD HOUSEKEEPING 14.NATIONAL GEOGRAPHIC 15.PARADE 16.NATIONAL ENQUIRER 17.U.S.NEWS & WORLD REPORT 18.MCCALL'S 19.LADIES HOME JOURNAL 20.COSMOPOLITAN 21.REDBOOK 22.FAMILY WEEKLY 23.THE STAR 24.FORTUNE 25.GLAMOUR 26.FORBES 27.THE NEW YORKER 28.N.Y. TIMES MAGAZINE 29.HUSTLER 30.SOUTHERN LIVING 31 VOGUE 32.LIFE 33.THEGLOBE 34.SMITHSONIAN 35.SUNSET 36.HOUSE & GARDEN 37.N.Y. NEWS MAGAZINE 38.SEVENTEEN 39.PREVENTION 40.POPULAR MECHANICS 41.FIELD & STREAM 42.POPULAR SCIENCE 43.EBONY 44.POPULAR PHOTOGRAPHY 45.SCIENTIFIC AMERICAN 46.MADEMOISELLE 47.CONSUMER REPORTS 48.MONEY 49.JET 50.NEW YORK 51.OUTDOOR LIFE 52.OMNI 53.L.A TIMES HOME MAGAZINE 54.HOUSE BEAUTIFUL 55.ARCHITECTURAL DIGEST 6.FARM JOURNAL 57.NATION'S BUSINESS 58.MECHANIX ILLUSTRATED 59.US 60.BON APPETIT 61.PARENTS 62.OUI 63.PSYCHOLOGY TODAY64.TRAVEL& LEISURE 65.ROLLING STONE 66.GOLF DIGEST 67.CHICAGO TRIBUNE 68.CAR & DRIVER 69.WOMEN'S WEAR DAILY 70.COMPUTERWORLD 71.MODERNPHOTOGRAPHY 72.ROAD & TRACK 73.HARPER'S BAZAAR 74.PLAYGIRL 75.HOT ROD 76.CLUB 77.SELF 78.ORGANIC GARDENING 79.GALLERY 80.HIGHLIGHTS FOR CHILDREN 81.TEEN 82.ADVERTISING AGE 83.GRIT 84.MOTHER EARTH NEWS 85.ELECTRONIC NEWS 86.SPORT 87.MODERN MATURITY88.SPORTING NEWS 89.TRUE STORY 90.GOURMET 91.STEREO REVIEW 92.MOTOR TREND 93.CHANGING TIMES 94.OIL & GAS JOURNAL 95.AVIATION WEEK & SPACE TECHNOLOGY 96.PROGRESSIVE FARMER 97.HIGH SOCIETY 98.GOLF 99.BRIDE'S 100.ELECTRONICS 101.ENGINEERING NEWS RECORD 102.SUCCESSFUL FARMING 103.ESQUIRE 104.BARRON'S 105.GENTLEMEN'S QUARTERLY 106.METROPOLITAN HOME 107.1001 HOME IDEAS 108.MACHINE DESIGN 109.ELECTRONIC DESIGN 110.YANKEE 111.WASHINGTON POST MAGAZINE 112.CHEMICAL ENGINEERING 113.ESSENCE 114.CYCLE 115.MODERN BRIDE 116.CHERI 117.NEW WOMAN 118.GUIDEPOSTS 119.TOWN & COUNTRY 120.NATIONAL LAMPOON 121.SPORTS AFIELD 122.INSIDE SPORTS 123.THE FAMILY HANDYMAN 124.INC. 125.NEW WEST 126.PLANT ENGINEERING 127.RESTAURANTS & INSTITUTIONS 128.TEXAS MONTHLY129.SOAP OPERA DIGEST 130.BOOK DIGEST 131.NURSING 80 132.GENESIS 133.MEDICAL ECONOMICS 134.GEO 135.FORUM 136.HIGH TIMES 137.INDUSTRY WEEK 138.NATIONAL GEOGRAPHIC WORLD 139.HIGH FIDELITY 140.SKIING 141.NEW ENGLAND JOURNAL OF MEDICINE 142.SAIL143.DESIGN NEWS 144.TENNIS 145.DAILY NEWS RECORD 146.CUISINE 147.BILLBOARD 148.PRAIRIE FARMER 149.SATURDAY REVIEW 150.AMERICAN METAL MARKET 151.FLYING 152.ARMY TIMES 153.RUNNER'S WORLD 154.DATAMATION 155.EDN 156.GUNS AND AMMO 157.INSTITUTIONAL INVESTOR 158.LOS ANGELES 159.CHEMICAL WEEK 160.YACHTING 161.W 162.CHIC 163.TRAVEL/HOLIDAY 164.POPULAR ELECTRONICS 165.BYTE 166.VELVET 167.CAR CRAFT168.DECORATING & CRAFT IDEAS 169.NEW EQUIPMENT DIGEST 170.CHICAGO 171.WEIGHT WATCHER'S 172.CLUB INTERNATIONAL 173.AIR FORCE TIMES 174.SCIENCE 175.WALLACE'S FARMER 176.BOY'S LIFE 177.PURCHASING178.THE ATLANTIC 179.NATIONAL WILDLIFE 180.NATURAL HISTORY 181.CONSUMER'S DIGEST 182.HFD 183.TRAVEL AGENT 184.JOURNAL OF THE AMA 185.SATURDAY EVENING POST 186.MS. 187.DECISION 188.SKI 189.BOATING 190.AUTOMOTIVE NEWS 191.MAD 192.INDUSTRIAL EQUIPMENT NEWS 193.COLONIAL HOMES 194.THE FARMER 195.MCCALL'S NEEDLEWORK & CRAFTS 196.SIGNATURE 197.CYCLE WORLD 198.AMERICAN JOURNAL OF NURSING 199.WASHINGTON REPORTS 200.CHEMICAL & ENGINEERING NEWS 201.WORLD TENNIS 202.IRON AGE 203.WORKING WOMAN 204.DUN'S REVIEW 205.HOARD'S DAIRYMAN 206.RESTAURANT BUSINESS 207.ARCHITECTURAL RECORD 208.NATION'S RESTAURANT NEWS 209.RN 210.SESAME STREET 211.PROFESSIONAL BUILDER 212.UNITED MAINLINER 213.PLAYBILL 214.FAMILY HEALTH 215.AMERICAN BABY 216.AMERICAN LEGION 217.HARVARD BUSINESS REVIEW 218.INTERIOR DESIGN219.ARIZONA HIGHWAYS 220.HARPER'S 221.WORKBASKET 222.NAVY TIMES 223.MEETINGS & CONVENTIONS 224.MODERN PLASTICS 225.ADWEEK 226.SWANK 227.EASYRIDERS 228.SUPERMARKET NEWS 229.PETERSON'S PHOTOGRAPHIC 230.ELECTRONIC ENGINEERING TIMES 231.PHILADELPHIA 232.OUR SUNDAY VISITOR 233.BLACK ENTERPRISE 234.HYDROCARBON PROCESSING 235.PROGRESSIVE GROCER 236.POPULAR HOT RODDING 237.ELECTRICAL CONSTRUCTION AND MAINTENANCE 238.CO-ED 239.AMERICAN MACHINIST 240.BASSMASTER 241.PATIENT CARE 242.ADAM 243.MOTOR NEWS 244.BUSINESS & COMMERCIAL AVIATION 245.WASHINGTONIAN 246.INSTRUCTOR 247.COMPUTER DESIGN 248.PLAYERS 249.INDUSTRIAL RESEARCH & DEVELOPMENT 250.AUDUBON...382.HEALTH CARE PRODUCT NEWS 383.MATERIALS HANDLING & ENGINEERING 384.FLOWER & GARDEN 385.DIRTBIKE 386.PAN AM CLIPPER 387.BUILDING SUPPLY NEWS 388.MEDICAL WORLD NEWS 389.SHEET MUSIC 390.NATIONAL HOG FARMER 391.MOTOR 392.ANALYTICAL CHEMISTRY 393.FOUR WHEEL & OFF ROAD 393.PENSIONS & INVESTMENTS 394.MONEYMAKER 395.CHAIN STORE AGE (GEN. MERCH.) 396.PURCHASING WORLD 397.VOGUE PATTERNS 399.CIRCUS 400.ATTENZIONE

THE THIRD ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY ☐ SEPTEMBER 1981

How are magazines doing?

"How are magazines doing?" I sometimes wish fewer people would ask me this question, but, no, everyone wants to know.

At FOLIO, we are continually analyzing pieces of the "How are magazines doing?" puzzle. According to one article, the answer just has to be, "Great." But another leads us to believe that the answer must be, "These are really tough times."

It is not until the thousands of computer-generated bits of information are seen together in this special Folio 400 issue that we can finally begin to answer the "How are magazines doing?" question intelligently.

This issue, our third annual Folio 400, is actually our industry's album. In it are a series of "snapshots" that capture magazines from dozens of interesting and often unusual angles.

These "snapshots" are taken through the eye of a marketer, making our exclusive information on unit revenues, market shares, growth comparisons, and the 11 measurements of performance all meaningful ways for you to answer the question, "How are magazines doing?"

On the following pages you will find the answer presented in ways that go beyond the partial listings, unrefined data, and the uninterpreted statistics that can be found elsewhere.

But before delving into this year's issue, I believe it is important to look back at the year itself, to review how the magazine industry fit into 1980's economic climate.

1980 was a tough year, not just for magazines, but for most businesses. After the grow-grow years of the late 1970s—when most magazines were chalking up record sales and profits—publishers found the beginning of the new decade filled with problems, many of which were beyond their control.

Inflation, recession, a paper shortage, dramatic postal increases—all were early omens of a tough year to come, of a change from business as usual.

An inflation rate of over 12 percent directly affected single-copy sales, for example. Because this circulation is dependent on discretionary income, it is not surprising that newsstand sales suffered losses—according to this year's study, a drop of 3.6 percent.

But along with the bad circulation news came some good news. Subscription revenue was up an impressive 13.2 percent, a clear indication that publishers' new philosophy of making readers pay their fair share of costs was paying off. For the first time in decades, consumer magazines found that circulation revenues (subscription plus newsstand) had topped advertising revenues.

On the ad sales side of the ledger, the recession plus inflation inevitably put the squeeze on many magazines. Although ad pages gained 2.3 percent, the days of 20-percent annual ad revenue growth were over. The slowing of ad revenue growth to 7.3 percent was not totally unexpected, however, since an advertiser's budget is directly related, in most cases, to his profits.

The impact of the economy was felt even more strongly by the business press. For them, it was a no-growth year, with no revenue stream showing an increase. Subscription revenue remained unchanged, while ad revenue moved up a mere one-tenth of 1 percent. Business advertisers were being hurt by the economy, and ad budgets suffered.

Advertising and circulation were not the only problem areas for publishers in 1980. Paper, a magazine's largest single production cost, was still in short supply last year and seemed to rise in price almost monthly, hitting a yearly increase of 15 percent. Postal rates were rising even faster, 50-percent faster than rising production costs.

Publishers reacted to these tough problems in tough ways. Costs were analyzed intensely, and the whole manner in which we do business was scrutinized as never before. The result: tighter control over every element of our business. Many magazines today have new trim sizes, lighter paper, new distribution patterns, more effective direct mail, fewer yet more productive employees, more sophisticated management tools, and better managers.

Publishers also found that new investments were necessary in editorial and in new publishing activities such as data bases, newsletters and new vertical-audience magazines.

This was the magazine publishing climate in 1980, and these were the conditions that most affected the magazines in this year's Folio 400.

But what about that question, "How are magazines doing?" There is more than one answer—and this year's Folio 400 gives each reader the means to come to his own conclusions. The Folio 400 reveals one set of answers for advertisers and media planners, and another set of answers for publishers. But any way you look at it, I think you will find The Folio 400 a helpful and constant companion in the months ahead.

Charles I. Tannen

Charles I. Tannen
Publisher

Need Another Copy?

A limited number of additional copies of the Folio 400 study are available while supplies last.

Single copies will be sent free-of-charge, upon request, to recognized advertising agencies and advertisers who place at least $25,000 per year in magazine advertising space. All requests must be submitted on company letterhead.

Copies of the study are available to all others at $15.00 per copy prepaid. Postage is included.

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Table of Contents

Index
(Red-edged pages)
A complete summary of every magazine's location in the 98 sections of the Folio 400. To locate information about a particular magazine, turn to the index first. Page 327.

Introduction

The introduction describes the rules and regulations governing the inculsion of publications in the Folio 400. All aspects of how performance figures are calculated are explained here. Special sidebars describe the highlights of the study. Page 20.

The Folio 400 Table

(Section 1)

This table ranks the 400 largest consumer and trade publications by 1980 total revenue. For each magazine, 10 performance measures are shown including all major revenue streams, overall growth, circulation data, and advertising pages. Page 32.

Consumer Performance Tables

(Section 2 - Section 15)

These 14 tables rank consumer magazines by specific performance measures, growth percentages are included which reflect growth or decline of 1980 figures over those of 1979. Pages 40 - 60.

Consumer Newcomers

(Section 27)

Consumer magazines which qualified (in terms of total revenue) for this study for the first time this year are measured and compared in this section. Newcomers are ranked by 10 performance measures. Page 86.

Consumer Growth Tables

(Section 16 - Section 26)

Growth tables track growth in 11 performance measures. Each of these 11 growth sections contains six growth tables. Five of the tables rank the 10 fastest growing magazines within groups of magazines of comparable size. One table in each section ranks the overall (regardless of size) fastest growing magazines by the section's performance measure. Page 62.

Consumer Market Analyses

(Section 28 - Section 58)

These 31 sections make up a complete market-by-market analysis of most major competetive situations in the consumer magazine industry. Markets were defined by editorial focus (e.g. Music), or by media planning factors (e.g. Youth or Weeklies).

Market analyses are listed in alphabetical order by a commonly-used descriptive name. To find a market that applies to a specific magazine, consult the index. Pages 92 - 204.

Overviews

At the top of each market analysis is a brief summary of the dimensions of the market, its growth and its performance relative to the entire consumer magazine segment of the Folio 400.

Marketshare Tables

Each marketshare analysis contains up to 11 tables, each of which ranks the market members by a different performance measure. Growth figures appear alongside all measurements and, when applicable, marketshare calculations are also shown.

Additional information

Listings of market research studies available directly from publishers are included at the bottom of the pages of most marketshare analyses. These studies, which have been commissioned by publishers, (usually through independent research organizations) are designed to help agencies and their advertisers. Syndicated research (e.g. Simmons) and subscriber research (available from most magazines) are not listed. Statements of editorial purpose, written by the publishers themselves, are also included, as are phone numbers of key advertising contacts. Pages 90 -204

Advertising networks

(Section 59)

21 advertising networks are described in this section. Network magazines are listed and advertising combinations are described. Page 206.

Folio 400 Trade Publications: Introduction

Outlines the performance highlights of the trade publications in the study. Page 223.

Trade Performance Tables

(Section 60 - Section 66)

These 7 tables rank all trade magazines by specific performance measures. growth percentages are included which reflect growth or decline of 1980 figures over those of 1979. Pages 228 - 234.

Trade Growth Tables

(Section 67 - Section 72)

Within each of these 6 growth sections are four growth tables. Three of the tables rank the 10 fastest growing magazines within groups of publications of comparable size. One table in each section ranks the 10 fastest growing trade magazines overall (regardless of size). Page 236.

Trade Newcomers

(Section 73)

Trade magazines which qualified (in terms of total revenue) for this study for the first time this year are measured and compared in this section. Newcomers are ranked by 10 performance measures. Page 242.

Trade Market Analyses

(Section 74 - Section 98)

These 25 sections serve as a complete market-by-market analysis of the major competitive situations among trade publications. Markets were defined based on groups of advertisers served. Market analyses appear in alphabetical order by commonly-used descriptive names. To find the market of a specific magazine, consult the index. Pages 246 - 306.

Overviews

At the top of each market analysis is a brief summary statement of the dimensions of the market, its growth, and its performance relative to the entire trade segment of the Folio 400.

Marketshare tables

Each trade market analysis contains up to 9 tables,each of which ranks the market members by a different performance measure. Growth figures appear alongside all measurements, and, when applicable, marketshare calculations are shown.

Additional information

Listings of market research studies available directly from publishers are included at the bottom of the pages of most market analyses. These studies, which have been commissioned by publishers(usually through independent research organizations) are designed to help agencies and their advertisers. Syndicated research (e.g. MRI) and subscriber research are not listed. Statements of editorial purpose, written by the publishers themselves, are also included , as are the names and phone numbers of key advertising contacts. Pages 246 - 306.

Table of Contents

Guide to the Tables

Consumer Magazines

Top 100 Consumer Magazines by Average Circulation Section 2
Top 100 Consumer Magazines by Advertising Revenue Section 3
Top 100 Consumer Magazines by Advertising Pages Section 4
Top 100 Consumer Magazines by Subscription Copies Section 5
Top 100 Consumer Magazines by Newsstand Revenue Section 6
Top 100 Consumer Magazines by Newsstand Copies Section 7
Top 50 Consumer Monthlies by Total Revenue Section 8
Top 50 Consumer Monthlies by Advertising Pages Section 9
Top 50 Consumer Monthlies by Advertising Revenue Section 10
Top 50 Consumer Magazines by Subscription Revenue Section 11
Top 100 Consumer Magazines by Gross Unit Revenue Section 12
Top 50 Consumer Magazines by Advertising Unit Revenue Section 13
Top 50 Consumer Magazines by Circulation Unit Revenue Section 14
Top 100 Consumer Magazines by Retailer Profits Section 15
Fastest Growing Magazines by Total Revenue Section 16
Fastest Growing Magazines by Advertising Revenue Section 17
Fastest Growing Magazines by Advertising Pages Section 18
Fastest Growing Magazines by Average Circulation Section 19
Fastest Growing Magazines by Subscription Revenue Section 20
Fastest Growing Magazines by Subscription Copies Section 21
Fastest Growing Magazines by Newsstand Revenues Section 22
Fastest Growing Magazines by Newsstand Copies Section 23
Fastest Growing Magazines by Gross Unit Revenue Section 24
Fastest Growing Magazines by Advertising Unit Revenue Section 25
Fastest Growing Magazines by Circulation Unit Revenue Section 26
Automotive Section 28
Black Ethnic Section 29
Bridal Section 30
Business (Finance) Section 31
Business (General) Section 32
Culinary Section 33
Fishing & Hunting Section 34
General Interest Humanities Section 35
General Interest Literature Section 36
Home Service Section 37
In-Flight Section 38
Lifestyle Dual Audience Section 39
Marine Section 40
Men's Entertainment Section 41
Men's Lifestyle Section 42
Men's Service Section 43
Music Section 44
Newsmagazines Section 45
Personal Finance Section 46
Science Section 47
Sports (General) Section 48
Sports (Special Interest) Section 49
Sunday Syndicated Section 50
Travel Section 51
Weeklies Section 52
Women's Fashion Section 53
Women's Lifestyle Section 54
Women's Mass Market Section 55
Women's Service Section 56
Women's Special Interest Section 57
Youth Section 58

Trade Magazines

Top 100 Trade Magazines by Total Revenue Section 60
Top 100 Trade Magazines by Advertising Pages Section 61
Top 50 Trade Magazines by Subscription Revenue Section 62
Top 50 Trade Magazines by Average Circulation Section 63
Top 100 Trade Magazines by Gross Unit Revenue Section 64
Top 50 Trade Magazines by Advertising Unit Revenue Section 65
Top 50 Trade Magazines by Circulation Unit Revenue Section 66
Fastest Growing Magazines by Total Revenue Section 67
Fastest Growing Magazines by Advertising Revenue Section 68
Fastest Growing Magazines by Advertising Pages Section 69
Fastest Growing Magazines by Circulation Section 70
Fastest Growing Magazines by Advertising Unit Revenue Section 71
Fastest Growing Magazines by Gross Unit Revenue Section 72
Apparel Section 74
Aerospace & Aviation Section 75
Architectural Section 76
Automotive Section 77
Chemical Process Industries Section 78
Computer (OEM) Section 79
Computer (User/Industry) Section 80
Construction Section 81
Education Section 82
Electronics Section 83
Food Service & Restaurants Section 84
Grocery Section 85
Healthcare Section 86
Housing & Light Construction Section 87
Marketing Section 88
Medical Section 89
Metal Manufacturing Section 90
New Industrial Products Section 91
Nursing Section 92
Petroleum Section 93
Plant Operating & Engineering Section 94
Power Generation Section 95
Product Design & Engineering Section 96
Research & Development Section 97
Truck & Fleet Section 98

Magazine Index

Each magazine in the Folio 400 is indexed here. Index listings describe every table in the study in which a publication is cited, along with the section number for each citation and, where appropriate, the magazine's rank on each table. Page 327.

Market Index

This index lists all the markets analyzed in the study. The magazines included in each market analysis are listed under the market name. Page 357.

Corporate Index

Corporations that have at least one magazine in the Folio 400 are listed in this index. All of each corporation's Folio 400 magazines are listed under the corporation name.

Advertiser Index

An index to advertisements appearing in this year's edition of The Folio 400.

The Folio: 400

THE THIRD ANNUAL RANKING OF THE MAGAZINE INDUSTRY

By Jay Walker
Research Director

What is The Folio 400? The Folio 400 is an industry-wide study of consumer and trade publication performance during the calendar year 1980. Though performance can be judged by many factors, The Folio 400 concentrates on a publication's three major revenue streams: advertising revenue, subscription revenue and newsstand revenue. Factors such as ad pages and revenue per reader (unit revenue) are also ranked and analyzed, and — for the first time this year— the study reports growth percentages for each magazine in all three revenue areas.

What is new in this year's Folio 400? The Folio 400 has many new added features this year. Major improvements include:

- Growth calculations appearing alongside almost every measurement in the study — over 5,000 growth figures are listed.
- New growth tables ranking publications by eleven growth measures.
- Market summaries and growth trends appear at the top of every market analysis.
- Research studies available direct from publishers are listed for each market.
- Four new comprehensive indexes making it easy to find a magazine, a company, or a market.
- An expanded number of markets and tables.

Furthermore, the study has been reorganized to make it easy to find any of the more than 800 tables. All markets appear alphabetically within the trade and consumer sections. Section numbers have also been assigned to every table for indexing purposes. Network descriptions have been added for the first time, magazines new to the Folio 400 have been highlighted and analyzed, and editorial descriptions of each magazine in a market have been included to make it easy to identify specialized readership groups within a market.

What are the criteria for inclusion? The magazines in The Folio 400 were selected on the basis of 1980 total revenue. The minimum 1980 total revenue required for inclusion in the study was approximately $2.8 million. A magazine with one million circulation, for example, could be excluded from the study if it did not have the minimum total revenue required. Additionally, each publication had to fulfill the study's definition of a magazine.

Why is The Folio 400 unique? The Folio 400 is unique for many reasons. It is the only comprehensive study of magazine industry performance. It is the only study of its type designed specifically to give media planners and analysts a multi-faceted approach to understanding magazines and their markets. The study is also unique in the amount of growth and trend information it provides. Some of the measures, such as unit revenues, can be found in no other studies. Also, The Folio 400 is the only study in which other available research studies are listed for each market.

Where does The Folio 400 fit in to the media planning process? If media planning were compared to a triangle, syndicated research would be on one side, rate information on another side, and The Folio 400 on the third side. Performance information about magazines and markets, trend information, and competitive media facts are all contained in the study. The 400 provides both an interesting overview and the nitty gritty data of marketplace performance.

How was the term 'magazine' defined for the purposes of The Folio 400? For the purposes of this study, a magazine was broadly defined as any U.S. publication published at least four times per year that is not a consumer newspaper. This definition allowed such publications as *Barron's, The New York Times Sunday Magazine,* and *Rolling Stone* to be included. Also, any trade publication listed in *Business Standard Rate and Data* was considered eligible, even if it was printed in 'newspaper' format.

How is The Folio 400 organized? The Folio 400 is divided into 98 sections, each composed of one or more tables that share a common element. Section numbers appear in the colored border strip on the outer edge of each editorial page. In addition to the numbered sections there are four indexes in the back of the study (these pages have a red edge).

Advertising highlights from The Folio 400:

In 1980, Folio 400 magazines generated a total advertising revenue of $4.5 billion — up 7.3 percent from the 1979 total. Adjusting for inflation, ad revenue actually showed a decline in constant dollars. Of the $4.5 billion measured, $3.7 billion, or 82.2 percent, came from consumer advertising, and $739 million, or 17.8 percent, came from trade advertising.

Advertising pages for The Folio 400 totaled 478,000, an increase of approximately 11,000, or 2.4 percent, over 1979. Although there were twice as many consumer publications as trade publications in The Folio 400 (273 vs 127), business publications ran 247,000 pages compared with 231,000 for consumer magazines.

Among consumer magazines measured in The Folio 400, the average price paid per advertising page was $16,100. This compares with the far lower effective page rate among trade publications of $2,994.

The Folio 400 consumer magazines as a group sold an average of $11.22 worth of advertising per primary magazine recipient (This measure is referred to throughout the study as advertising unit revenue.) Among trade publications, the amount of advertising sold per unit of circulation was far higher at $48.81.

Growth highlights in the Folio 400:

Growth for all magazines in the Folio 400 was as follows:

Total revenue	up 7.7% to $8.3 billion
Advertising revenue	up 7.3% to $4.5 billion
Subscription revenue	up 13.2% to $2.1 billion
Newsstand revenue	up 1.5% to $1.8 billion
Advertising pages	up 2.3% to 477,969 pages
Circulation	up 2.7% to 346,600,000/issue
Subscriptions sold	up 6.8% to 207,800,000
Newsstand copies sold	down 3.6% to 90,600,000
Gross unit revenue	up 7.7% to $24.05

Growth for consumer magazines in The Folio 400 was as follows:

Total revenue	up 8.6% to $7.5 billion
Advertising revenue	up 7.3% to $3.7 billion
Subscription revenue	up 13.2% to $2.0 billion
Newsstand revenue	up 1.5% to $1.8 billion
Advertising pages	up 3.9% to 231,000
Circulation	up 2.7% to 331,400,000/issue
Subscription sold	up 6.8% to 194,500,000
Newsstand copies sold	down 3.6% to 90,600,000
Gross unit revenue	up 8.6% to $22.60

Growth for trade publications in The Folio 400 was as follows:

Total revenue	up 0.1% to $843,000,000
Advertising revenue	up 0.1% to $739,000,000
Subscription revenue	unchanged $102,000,000
Advertising pages	up 0.9% to 246,895
Circulation	up 0.4% to 15,100,000/issue
Subscriptions sold	up 0.7% to 8,300,000
Gross unit revenue	up 0.1% to $55.68

What is order of the sections? The Folio 400 is composed of five large blocks of information: The main table (The Folio 400), the consumer magazine tables, the network listings,the trade magazine tables, and the indexes. Within the consumer and trade magazine blocks, overall rankings are listed first, followed by growth rankings and then by market analyses. The market analyses are in alphabetical order by name of market. For a complete description of each section, consult the table of contents.

How do I find information about a specific magazine? Turn to the magazine index. This index lists every place a magazine appears in the study, and gives the section numbers where it can be found.

How do I find information about a specific market? Look up the market name (alphabetically) in the trade or consumer section or consult the table of contents, or the market index (which lists each market and its component magazines).

Does The Folio 400 contain information about corporate performance? Yes, although it is more limited than information on individual magazines. There is a corporate index listing every corporation that had at least one magazine in The Folio 400. This index lists each corporation's Folio 400 magazines. A ranking of major publishing corporations also appears on page 30.

Will a publication that does not appear in the main Folio 400 table appear in other parts of the study? No. This is a study of only the 400 largest magazines as determined by gross revenue. If a publication is not listed in the main table, it will not be found anywhere else, even if it seems that it should qualify for a specific table. For example, a magazine that is not in the 400 but that carries 5,000 ad pages, would not appear on the ad pages ranking table because its gross revenue was not large enough to qualify it for the Folio 400 main table.

Are trade and consumer publications always analyzed separately? Yes, with one exception—the study's main table. Because the purpose of the main table is to give an overview of the entire industry, it ranks the 400 largest magazines by gross revenue without distinguishing consumer from trade publications.

Can a publication be both a trade and a consumer magazine? This occurs in a few rare cases. The general distinction is that a trade publication is primarily received at a place of work, and has its primary rate listing in *Business Standard Rate & Data*. Consumer publications are primarily received at home.

Why were 400 magazines included, rather than 500 or 1000? Although Folio calculated revenue volume on almost 1,000 magazines, distortions in the ranking of the smaller publications were so significant that ranking was unreliable for those magazines. 400 was the logical cutoff point at which the rankings remained reliable.

What is the significance of revenue measures? The Folio 400 was devised as a means to measure the market activity of publications. Market activity is determined by the amount of dollars spent by two groups: consumers who purchase publications, and companies who advertise in them.

It is important to note that these figures are not measures of how much money a publication actually receives. For example, a magazine that sells one million copies on the newsstand at $2 each generates $2 million in market activity. However, the publisher will net much less than this after paying the retailer, wholesaler, and national distributor. The Folio 400 measures the $2 million of market activity (gross) and not the figure that the publisher actually receives.

The same concept applies to advertising revenues, which are measured at gross levels even though agencies routinely deduct 15 percent from billings as their commission.

Is there any magazine market activity that is not measured by the Folio 400? Yes. Magazine publishers engage in a wide variety of ancillary income producing activities. Trade shows, book clubs, list sales and postcard decks are just a few of these activities. The Folio 400 does not measure any revenue from sources other than circulation or advertising.

How are The Folio 400 figures calculated? Each published figure is the result of two independent sets of calculations. One set is derived from base performance figures supplied by publishers. The other set is derived by running base figures from Folio's database of magzine publishing through a customized computer program designed to estimate performance. This program uses known quantities such as advertising pages, published ad rates, and audit statements. Using computers, researchers then compare one set of figures with the other and the final numbers are developed.

In almost all cases, publishers had the opportunity to preview, and where necessary, correct all figures published in The Folio 400.

In ad page counts, how are different page sizes accounted for? Folio counts a pages as a page, regardless of size. Thus, a digest-size page in *TV Guide* is counted the same as a page in a tabloid such as *Advertising Age*.

Are inserts and classified advertising counted? Yes. They are counted on a page-for-page basis. Adjustments were made for the fact that inserts run at substantially reduced rates.

How does The Folio 400 measure regional editions or split runs? For the purpose of calculating ad pages, these special editions were counted on a pro-rata basis, using the percentage of circulation covered as the key factor.

A magazine may sell subscriptions at many different prices during the year. How is subscription income calculated? By using audit statements it is possible to determine the percentage of subscriptions sold at basic rates and the percentage of those sold below basic rates. Furthermore, all of the various below basic rates are shown on the audit statement. Using these figures, Folio can very closely estimate the market activity of subscriptions delivered during the year. For non-audited publications, Folio relies on postal and publisher-supplied information.

How do two- and three-year subscription sales affect measured subscription revenues for 1980? Since The Folio 400 measures only the value of the copies delivered to subscribers during calendar year 1980, it does not recognize nor

The median magazine

How big is the 'average' magazine? Due to the dramatic size differences between consumer and trade publications, the average consumer magazine is considered separately from the average trade publication. Furthermore, since the standard method of averaging (computing the mean) produces results easily skewed by a few very large or very small numbers within a group, we have elected to use the median, or mid-way point as our 'average.'

The median Folio 400 consumer magazine can be described as follows:

Total revenue	$7,745,000
Advertising revenues	$5,829,000
Advertising pages	817
Circulation	529,000
Growth in total revenue	11.8%
Growth in advertising revenue	11.7%
Growth in circulation	1.1%
Growth by gross unit revenue	7.2%
Growth by advertising unit revenue	9.5%
Growth by circulation unit revenue	8.4%

The median Folio 400 trade magazine can be described as follows:

Total revenue	$5,005,000
Advertising revenue	$4,241,000
Advertising pages	1,541
Circulation	80,474
Growth in total revenue	7.2%
Growth in advertising revenue	7.2%
Growth in circulation	0.7%
Growth in gross unit revenue	5.8%
Growth in Advertising Unit Revenue	6.8%

How big is the magazine industry?

There were 10,830 active publications in Folio's computerized database of U.S. magazines and trade publications as of January 1, 1981. Of this total, only 273 consumer magazines and 127 trade publications generated enough total revenue to qualify for The Folio 400.

We estimate that the 4,925 non qualifying consumer magazines produced combined revenue of $728 million. The 5,505 trade publications that did not make The Folio 400 had a combined estimated revenue of $1.76 billion, making the total revenue of all non- Folio 400 magazines $2.49 billion.

The estimated 1980 total dollar volume for all 10,830 magazines was a record $10.82 billion.Of this total, Folio 400 magazines accounted for $8.33 billion in revenue, or 77 percent of the industry's total.

does it include any prepaid revenues that a publisher may reveive for multi-year subs. In accounting terms, The Folio 400 used an accrual rather than a cash basis system.

Are special issues sold for higher prices taken into account? Yes. Special issues are accounted for in the calculations.

How is subscription revenue measured for a publication supported by association dues? Most association publications clearly state the allocation of dues set aside for the publication, even though members may not have a choice as to whether or not they must pay for the magazine. For the 400 we count these allocations as paid subscription revenue. Two examples of this type of magazine are *Chemical & Engineering News*, and Montgomery Ward's Auto Club magazine, *Crossroads*.

How is foreign circulation counted in The Folio 400? Foreign circulation is counted only when the publication sent abroad is editorially the same as the publication that appears in the United States. Thus, foreign editions of *Time* or *Newsweek* are not counted, because they have distinctly different editorial, but the copies of *Datamation* sent to foreign subscribers are counted.

Are non-U.S. publications included in The Folio 400? No. To be included in the Folio 400, a publication must have 51 percent of its circulation in the United States. Publications need not be published in English, however, so a Spanish-language publication with primarily U.S. circulation would be eligible.

Is a publication that was launched in 1980 eligible for The Folio 400? Yes. As long as it generated enough revenue during the calendar year to qualify.

If a publication folded or was merged into another publication during 1980, was it included in the Folio 400? No. Publications that folded during the measured year were excluded, but publications that folded during 1981 were included, even though we may have known that they had folded before the study went to press. If a magazine was in business through 1980, and met the other basic criteria, it was eligible for the study.

Why is there a lag of nine months between the end of the year measured and the time when The Folio 400 is published? Computing The Folio 400 circulation figures requires a complete set of final audit statements. ABC and BPA statements are not available until June following the year measured. The Folio 400 is completed in 45 days after the final audit information is received. Many comprehensive market studies are published with at least a year's lag time.

Is every publication assigned to at least one market? No. Several publications were not assigned to a market analysis, although this rarely occurred with large magazines. Many markets contained just one or two magazines large enough to qualify for the 400, and an analysis would have been misleading since smaller (though significant) magazines in those markets would have been excluded.

Can a publication appear in more than one market? Yes. A publication can appear in two analyses if it logically qualifies for both. *Time*, for example, is in the News Magazine market and the Weeklies market.

Circulation Highlights from The Folio 400

Combined circulation and advertising revenues for Folio 400 magazines in 1980 reached a record $8.3 billion — an increase of 7.7 percent over the 1979 400 total. Of this total, consumer magazines accounted for $7.5 billion, or 90.4 percent, while trade publications recorded revenues of $843 million.

For the first time, total circulation revenues (subscription and single copy sales) from consumer magazines in The 400 exceeded total advertising expenditures in those magazines. Consumer circulation revenues topped $3.77 billion as compared with consumer advertising revenues of $3.72 billion.

Among trade publications, advertising revenues continued to exceed circulation revenues, in large part because of the number of controlled circulation (non-paid) magazines. The total revenues for the 127 qualifying trade publications reached $739 million as compared with $102 million in circulation revenues.

Combined circulation for all Folio 400 publications reached a record 346.6 million per issue. Consumer magazines accounted for over 95 percent of this figure, with 331 million copies per issue. Multiplying the circulation of each magazine by its respective frequency yields a total of over 7,789,000,000 copies delivered in 1980.

An analysis of the combined circulation reveals that 194.5 million copies per issue went to paid subscribers, while 90.6 million were sold as single copies on newsstands or in supermarkets. The remaining 61.5 million copies were distributed without charge, either as Sunday supplements, controlled circulation magazines, or by other means.

Among trade publications, 8.3 million copies per issue went to paid subscribers, while 6.8 million were distributed as part of a controlled circulation.

The total subscription revenue for Folio 400 magazines reached $2 billion in 1980 — also a record. Revenue from subscribers grew 13.25 percent — almost twice as fast as the growth rate of advertising revenue during the same period. As would be expected, consumer magazines accounted for over 95 percent of all subscription revenue. Subscription revenues for trade publications came to $102 million, approximately the equivalent of the subscription revenue of *National Geographic*.

Buoyed in large part by cover price increases, The Folio 400 consumer magazines managed to attain record single-copy sales revenues of $1.78 billion in 1980, despite a drop in the number of single copies sold. Unit sales dropped to 90.6 million copies in 1980, from 94.0 million sold in 1979.

Readers paid an average price of $10.22 per year for a subscription to a Folio 400 consumer magazine, and $19.67 for a year's worth of newsstand copies.

Company Scorecard by Total Revenue

Rank	Company Name	Combined Total ($000)/Magazines in Folio 400	Magazines in Folio 400
1	Time Inc.	895,092	7
2	Triangle Communications	650,789	2
3	Hearst Publications	390,639	12
4	CBS Publications	362,891	10
5	McGraw-Hill Publications	288,010	17
6	Washington Post Company	283,883	3
7	Readers Digest	261,205	1
8	New York Times Magazine Group	252,762	4
9	Conde Nast Publications	237,578	7
10	Charter Publishing	222,306	3
11	Playboy Enterprises	204,058	2
12	Meredith Corporation	204,108	4
13	Penthouse International, Ltd.	202,340	3
14	Ziff Davis Publications	192,550	15
15	National Geographic Society	151,354	2
16	Parade Publications, Inc.	135,899	1
17	National Enquirer Inc	124,510	1
18	McCall's Publishing Co.	124,305	2
19	U.S. News & World Report Inc	120,956	1
20	Petersen Publishing Co.	94,673	10
21	Fairchild Publications	88,072	8
22	Times Mirror Magazines	88,018	4
23	News Group Publications	84,248	1
24	Flynt Publications	63,624	2
25	Johnson Publishing	62,471	2
26	Forbes Inc.	61,228	1
27	New Yorker	60,989	1
28	Chicago Tribune Co.	60,828	2
29	Rodale Press	59,726	3
30	Cahners Publications	58,650	9
31	Penton IPC	54,326	8
32	Progressive Farmer	53,095	1
33	Technical Publishing Company	52,746	9
34	Globe International, Inc.	42,556	1
35	Smithsonian Institute	42,522	1
36	Lane Publishing Company	39,280	1
37	Scientific American Inc.	32,559	1
38	Crain Communications	31,986	4
39	Consumers Union	31,248	1
40	The Webb Company	28,175	4
41	Army Times	25,431	3
42	Bill Communications	20,812	4
43	Lebhar-Friedman Publications	17,947	4
44	Chilton Publications	15,448	3

*Important Note: In many cases the corporations listed own additional magazines that did not qualify (in terms of 1980 total revenue) for the Folio 400. Revenue figures in this chart are from only those magazines which qualified for this year's Folio 400.

How are the members of a market selected? A market is defined based on one of two criteria: 1) a common reader/editorial interest, or 2) a common advertiser interest. Many markets meet both criteria even though one criterion is sufficient to create a market. An example of a market defined by a common advertiser interest would be the weeklies market, which exists only from the viewpoint of the advertiser seeking publications with broad reach and high frequency. These publications may have nothing in common editorially, yet advertisers compare them competitively.

Is it possible for two publications to be in the same market, and yet not compete in any direct way? Yes. This is especially true when publications in the same market address different segments of that market. *Car & Driver* and *Popular Hot Rodding* in the automotive market are good examples. Many markets are defined broadly, though the user can reconstruct and redefine markets to suit any need.

What is unit revenue? Unit revenue is a performance measure that describes the amount of revenue generated per primary reader. Unit revenue measures, which are unique to The Folio 400 study, provide a valuable means for comparing the advertising and circulation revenues of magazines of differing sizes.

What is gross unit revenue? Gross unit revenue is the dollar amount a primary reader of a publication is worth to that publication. To calculate gross unit revenue, total revenue is divided by average circulation. For example,the gross revenue of *Business Week* ($153,390,000) divided by its average circulation (820,313) gives it a gross unit revenue of $186.99 Thus, for each primary reader of *Business Week*, the magazine generates $186.99 worth of revenue for the magazine.

What are the two components of gross unit revenue? The two components are ad unit revenue (ad dollars divided by average circulation) and circulation unit revenue (subscription dollars plus newsstand dollars divided by circulation). Together, these two subsidiary unit revenues add up to the gross unit revenue. In our *Business Week* example, the portion of the $186.99 in gross unit revenue from the reader is $29.11 ($21,448,000 + $2,388,000 divided by 820,313). The ad unit revenue is $157.88 ($129,554,000 divided by 820,313).

How can unit revenue measures be used? Unit revenues provide an ideal way to compare the dollar performance of two publications of different sizes by their smallest common denominator— the primary reader. (For purposes of the study, a primary reader is defined as the newsstand or subscription purchaser of a magazine, or the initial recipient in the case of controlled circulation publications). By looking at unit revenues instead of gross revenues, the performance of two publications $100 million apart can be accurately compared.

For example, using unit revenues, *Time* and *Newsweek* can be compared even though *Time* generates $90 million more in total revenue than *Newsweek* and is over one million copies larger in circulation. In terms of unit revenue, these two magazines are almost identical.

Time has a gross unit revenue of $78.64 compared with *Newsweek*'s $86.81 Thus, even though *Time* is bigger, *Newsweek* does a slightly better job at turning each unit of

(Continued on page 359)

The Folio 400

Rank '80	Rank '79	Magazine name	Est.1980 Total Revenue ($000)	Total Revenue Growth* (%)	Est.1980 Ad Revenue ($000)	Est.1980 Sub. Revenue ($000)	Est.1980 Newstd. Revenue ($000)	Est.1980 Ad Pages	Est.1980 Average Circ.	Est.1980 Average Sub.copies sold/issue	Est.1980 Average Nwstd.copies sold/issue	Est.1980 Gross unit Revenue**
1	1	T V Guide	613,850	8.3	239,468	136,013	238,369	3,747	18,426,194	6,966,151	11,460,043	33.31
2	2	Time	346,623	2.6	214,139	112,907	19,578	2,719	4,407,928	4,116,443	291,485	78.64
3	3	Reader's Digest	261,205	3.7	94,056	149,196	17,953	1,165	18,045,968	16,849,086	1,196,883	14.47
4	4	Newsweek	256,805	1.5	175,049	66,188	15,569	3,098	2,958,397	2,718,878	239,519	86.81
5	7	Playboy	199,279	12.0	70,248	37,533	91,498	1,411	5,378,818	2,378,892	2,999,926	37.05
6	6	**People**	198,502	17.0	102,138	14,544	81,820	3,275	2,407,501	430,793	1,976,708	82.45
7	5	**Sports Illustrated**	196,183	9.4	123,052	65,756	7,375	2,511	2,304,570	2,210,017	94,553	85.13
8	10	**Woman's Day**	163,455	8.0	95,347	611	67,497	1,592	7,661,274	34,548	7,626,726	21.34
9	9	**Better Homes & Gardens**	162,909	0.2	94,004	58,341	10,563	1,525	8,055,040	7,350,829	704,211	20.22
10	11	**Penthouse**	162,542	9.9	27,764	5,599	129,179	837	4,416,880	244,426	4,172,454	36.80
11	8	Family Circle	162,390	-2.7	90,391	0	71,999	1,592	7,443,306	0	7,443,306	21.82
12	12	Business Week	153,390	10.6	129,554	21,448	2,388	4,941	820,313	789,712	30,601	186.99
13	13	Good Housekeeping	147,068	6.7	87,318	31,033	28,717	1,923	5,214,891	3,420,056	1,794,835	28.20
14	16	National Geographic	139,858	8.9	31,593	108,214	51	379	10,560,885	10,557,463	3,422	13.24
15	14	Parade	135,899	0.5	135,899	0	0	817	21,644,000	0	0	6.28
16	15	**National Enquirer**	124,510	-3.5	24,250	5,828	94,436	1,404	5,032,486	492,313	4,540,173	24.74
17	18	**U.S. News & World Rep.**	120,956	9.0	73,139	42,832	4,984	1,935	2,070,611	1,992,429	78,182	58.42
18	17	**McCall's**	120,456	-3.0	63,909	45,002	11,545	1,227	6,237,176	5,467,521	769,655	19.31
19	19	**Ladies Home Journal**	108,299	6.0	52,578	41,274	14,448	1,217	5,502,232	4,539,054	963,178	19.68
20	20	**Cosmopolitan**	107,050	7.4	54,581	2,002	50,467	2,344	2,824,916	96,987	2,727,930	37.89
21	21	Redbook	96,860	9.0	50,298	33,626	12,935	1,354	4,293,943	3,473,585	820,359	22.56
22	22	Family Weekly	88,357	7.0	88,357	0	0	943	12,366,269	0	0	7.15
23	23	The Star	84,248	8.9	13,360	1,944	68,944	936	3,444,669	130,053	3,314,616	24.46
24	24	Fortune	72,945	10.6	55,559	15,673	1,713	2,305	676,606	650,254	26,352	107.81
25	25	Glamour	63,725	4.9	36,072	6,917	20,738	1,941	1,891,164	739,026	1,152,138	33.70
26	28	**Forbes**	61,228	19.1	44,892	15,430	906	2,670	692,102	674,673	17,429	88.47
27	27	**The New Yorker**	60,989	18.1	48,095	10,592	2,302	4,223	502,377	460,218	42,159	121.40
28	30	**New York Times Mag..**	56,039	19.7	56,039	0	0	4,398	1,430,358	0	0	39.18
29	26	**Hustler**	54,299	-5.8	ne	902	53,397	ne	1,530,879	37,678	1,493,201	35.47
30	29	**Southern Living**	53,095	5.8	30,617	20,336	2,143	1,410	1,799,493	1,697,461	102,032	29.51
31	31	**Vogue**	52,641	12.6	30,813	6,386	15,442	2,348	1,077,316	446,532	630,784	48.86
32	34	Life	47,025	27.3	19,166	13,644	14,214	655	1,364,816	772,549	592,268	34.46
33	32	The Globe	42,556	8.5	7,779	535	34,243	972	1,687,732	41,449	1,646,284	25.22
34	37	Smithsonian	42,522	17.6	19,635	22,868	19	965	1,897,491	1,896,214	1,277	22.41
35	33	Sunset	39,280	4.4	26,978	10,475	1,827	1,608	1,411,495	1,289,671	121,824	27.83
36	35	**House & Garden**	38,488	8.5	26,735	5,582	6,171	1,420	1,088,424	677,028	411,396	35.36
37	64	**New York News Mag**	37,829	0.0	37,829	0	0	2,340	2,125,156	0	0	7.80
38	36	**Seventeen**	36,939	5.3	20,556	7,979	8,404	1,331	1,504,223	803,909	700,314	24.56
39	40	**Prevention**	36,006	10.2	11,872	23,541	592	1,082	2,429,439	2,389,971	39,468	14.82
40	39	**Popular Mechanics**	35,935	11.8	19,720	10,147	6,069	1,343	1,686,516	1,281,928	404,591	21.31
41	38	Field & Stream	35,923	6.9	21,930	11,639	2,354	985	2,020,351	1,863,447	156,904	17.78
42	42	Popular Science	35,605	12.5	17,232	13,112	5,361	1,059	1,923,571	1,625,740	297,831	18.51
43	43	Ebony	33,120	14.9	17,576	11,231	4,313	962	1,278,907	1,039,323	239,584	25.90
44	41	Popular Photography	32,784	0.6	25,168	4,596	3,020	1,691	868,768	693,693	175,075	37.74
45	48	Scientific American	32,559	22.4	17,099	11,467	3,992	1,146	709,013	546,071	162,942	45.92
46	45	**Mademoiselle**	32,461	13.0	17,115	2,865	12,481	1,511	1,009,304	315,918	693,386	32.16
47	46	**Consumer Reports**	31,248	17.1	0	29,424	1,824	0	2,604,000	2,452,000	152,000	12.00
48	49	**Money**	30,239	17.3	14,822	13,222	2,194	924	836,240	731,758	104,482	36.16
49	56	**Jet**	29,351	27.1	5,333	7,625	16,393	859	711,804	396,556	315,248	41.24
50	52	**New York**	28,832	17.3	18,303	8,163	2,366	2,228	439,033	401,170	37,863	65.67

Figures are FOLIO estimates

* Measured against Folio 400 1979 figures

The Folio 400

Rank '80	Rank '79	Magazine name	Est.1980 Total Revenue ($000)	Total Revenue Growth* (%)	Est.1980 Ad Revenue ($000)	Est.1980 Sub. Revenue ($000)	Est.1980 Newstd. Revenue ($000)	Est.1980 Ad Pages	Est.1980 Average Circ.	Est.1980 Average Sub.copies sold/issue	Est.1980 Average Nwstd.copies sold/issue	Est.1980 Gross unit Revenue**
51	47	Outdoor Life	28,288	5.3	15,073	10,299	2,916	826	1,723,915	1,529,541	194,374	16.41
52	62	Omni	28,251	35.6	7,970	4,389	15,893	615	850,783	188,593	662,190	33.21
53	72	L.A. Times Home Mag.	27,994	0.0	27,994	0	0	2,828	1,234,114	0	0	22.68
54	50	House Beautiful	27,969	10.7	16,922	6,243	4,734	1,139	899,617	596,186	303,432	31.09
55	59	Architectural Digest	27,500	26.3	12,854	10,527	4,118	1,375	491,497	373,834	117,663	55.95
56	44	Farm Journal	27,458	-5.9	21,023	6,435	0	755	1,248,915	1,248,915	0	21.99
57	51	Nation's Business	26,851	7.3	9,580	17,271	0	480	1,268,864	1,268,864	0	21.16
58	54	Mechanix Illustrated	26,526	9.9	14,720	8,481	3,325	926	1,647,995	1,426,338	221,658	16.10
59	58	Us	25,911	18.3	6,156	5,609	14,145	553	1,054,796	329,412	725,384	24.56
60	67	Bon Appetit	25,480	28.9	12,146	10,114	3,220	916	1,172,652	999,549	173,104	21.73
61	68	Parents	25,115	28.3	13,553	10,874	688	761	1,502,607	1,456,741	45,867	16.71
62	59	Oui	24,924	16.0	2,368	1,939	20,618	264	801,631	125,628	676,003	31.09
63	53	Psychology Today	24,779	3.7	13,847	8,339	2,593	713	1,171,355	998,508	172,847	21.15
64	61	Travel & Leisure	24,541	17.8	15,033	9,508	0	978	950,807	950,807	0	25.81
65	57	Rolling Stone	24,064	5.8	10,657	4,313	9,094	984	695,735	415,923	279,812	34.59
66	55	Golf Digest	23,773	-1.9	15,041	7,519	1,213	818	1,010,987	930,124	80,863	23.51
67	117	Chicago Tribune	22,999	0.0	22,999	0	0	2,524	1,144,058	0	0	20.10
68	73	Car & Driver	22,928	25.7	13,947	4,254	4,727	935	722,909	520,882	202,027	31.72
69	60	Women's Wear Daily	22,652	4.9	19,114	3,387	151	5,921	84,657	82,856	1,801	267.58
70	70	Computerworld	21,184	13.9	17,955	3,230	0	4,487	107,733	107,733	0	196.64
71	79	Modern Photography	20,799	13.2	13,566	4,734	2,499	1,535	634,122	515,134	118,988	32.80
72	74	Road & Track	20,718	9.4	12,060	3,324	5,334	1,192	596,053	342,038	254,015	34.76
73	77	Harper's Bazaar	20,658	22.8	11,192	2,943	6,523	1,121	647,733	290,105	357,628	31.89
74	66	Playgirl	20,646	9.2	3,225	2,192	15.229	511	785,848	160,672	625,177	26.27
75	75	Hot Rod	20,249	12.5	8,189	5,856	6,204	607	910,629	565,950	344,679	22.24
76	82	Club	19,656	21.0	ne	178	19,478	ne	548,195	7,150	541,046	35.86
77	111	Self	19,399	50.9	7,908	4,361	7,129	705	849,968	453,890	396,078	22.82
78	86	Organic Gardening	19,242	26.6	6,199	12,887	157	947	1,335,699	1,325,255	10,444	14.41
79	71	Gallery	18,411	1.8	ne	338	18,073	ne	606,705	22,938	583,767	30.35
80	88	Highlights for Children	18,281	21.4	0	18,281	0	0	1,222,793	1,222,793	0	14.95
81	108	Teen	17,550	34.5	6,059	7,046	4,445	535	1,056,895	760,579	296,317	16.60
82	85	Advertising Age	17,547	14.8	14,502	3,045	0	3,761	77,707	77,707	0	225.81
83	63	Grit	17,430	-16.4	3,164	4,075	10,191	[illegible]	835,942	345,988	469,954	20.85
84	114	Mother Earth News	17,291	38.1	3,350	11,004	2,937	373	991,415	828,234	163,182	17.44
85	107	Electronic News	17,218	30.9	15,897	1,321	0	6,538	69,501	69,501	0	247.73
86	91	Sport	17,147	13.8	7,489	7,023	2,636	485	1,213,387	1,037,680	175,709	14.13
87	104	Modern Maturity	17,089	26.8	3,591	13,498	0	66	6,748,925	[illegible]	0	2.53
88	116	Sporting News	17,011	38.1	3,292	7,587	6,132	599	430,150	[illegible]	85,456	39.55
89	69	True Story	16,776	-13.4	6,055	6,371	4,350	631	1,401,267	1,038,767	362,500	11.97
90	92	Gourmet	16,746	18.0	7,471	6,753	2,522	692	662,199	494,042	168,157	25.29
91	78	Stereo Review	16,741	-0.1	12,872	2,940	930	801	536,742	474,757	61,985	31.19
92	87	Motor Trend	16,614	10.0	9,136	3,850	3,628	549	755,494	553,935	201,559	21.99
93	103	Changing Times	16,491	22.3	3,193	12,750	548	285	1,445,277	1,399,619	45,658	11.41
94	105	Oil & Gas Journal	16,398	22.6	14,900	1,498	0	6,093	57,734	57,734	0	284.03
95	90	Av. Week & Space Tech.	16,338	13.8	12,495	3,843	0	2,502	110,489	110,489	0	147.87
96	76	Progressive Farmer	16,273	-8.2	10,882	5,391	0	723	825,716	825,716	0	19.71
97	80	High Society	16,222	1.1	ne	114	16,108	ne	481,200	5,200	476,000	33.71
98	98	Golf	16,029	16.9	9,884	5,055	1,090	765	731,862	660,904	70,959	21.90
99	149	Bride's	15,848	24.3	11,935	155	3,757	1,531	330,890	29,827	301,064	47.89
100	123	Electronics	15,534	31.2	13,805	1,729	0	4,530	96,040	96,040	0	161.74

** Total revenue ÷ average circulation

Figures are FOLIO estimates

(continued...)

Rank '80	Rank '79	Magazine name	Est.1980 Total Revenue (9000)	Total Revenue Growth* (%)	Est.1980 Ad Revenue (8000)	Est.1980 Sub. Revenue ($000)	Est.1980 Newstd. Revenue (9000)	Est.1980 Ad Pages	Est.1980 Average Circ.	Est.1980 Average Sub.copies sold/issue	Est.1980 Average Nwstd.copies sold/issue	Est.1980 Gross unit Revenue**
101	100	Engnrg. News Record	15,534	14.6	12,849	2,685	0	3,690	103,294	103,294	0	150.38
102	84	Successful Farming	15,531	1.3	12,294	3,237	0	771	803,802	690,306	0	19.32
103	81	Esquire	15,475	-6.3	6,944	6,354	2,178	488	651,908	540,578	111,330	23.73
104	112	Barron's	15,419	21.5	5,170	7,008	3,241	2,308	255,003	171,899	83,104	60.46
105	95	Gentlemen's Quarterly	15,016	7.9	7,290	2,326	5,400	1,173	420,731	157,294	263,437	35.69
106	106	Metropolitan Home	14,985	13.4	9,111	4,323	1,551	671	824,606	721,235	103,371	18.17
107	135	1001 Decorating Ideas	14,779	37.6	2,055	11,215	1,509	280	1,106,546	993,780	111,766	13.37
108	113	Machine Design	14,435	14.5	14,435	0	0	4,147	161,155	0	0	89.57
109	141	Electronic Design	14,407	39.3	14,407	0	0	5,262	103,782	0	0	138.82
110	124	Yankee	14,398	23.0	5,100	8,111	1,188	1,197	850,699	771,506	79,193	16.93
111	262	Washington Post Mag.	14,391	0.0	14,391	0	0	2,772	820,452	0	0	17.54
112	96	Chemical Engineering	14,366	4.5	13,056	1,310	0	3,198	69,179	68,697	0	209.13
113	121	Essence	14,203	17.9	7,958	3,362	2,884	977	600,148	407,911	192,237	23.67
114	93	Cycle	14,078	0.7	9,200	2,759	2,118	957	458,225	317,011	141,215	30.72
115	120	Modern Bride	13,886	16.4	9,848	225	3,813	1,232	300,729	28,373	272,357	46.18
116	126	Cheri	13,876	20.1	ne	0	13,876	ne	420,475	0	420,475	33.00
117	89	New Woman	13,703	9.3	3,804	2,161	7,738	306	1,252,732	392,954	859,778	10.94
118	109	Guideposts	13,592	4.9	0	13,592	0	0	3,398,000	3,398,000	0	4.00
119	140	Town & Country	13,408	29.3	9,481	2,256	1,671	1,502	222,455	155,627	66,828	60.27
120	110	National Lampoon	13,361	3.6	3,439	1,329	8,593	547	601,482	124,087	477,395	22.21
121	136	Sports Afield	13,116	24.2	6,960	3,623	2,533	1,019	591,004	454,811	136,193	22.19
122	0	Inside Sports	12,687	0.0	2,991	2,956	6,740	270	547,305	172,855	374,450	23.18
123	163	The Family Handyman	12,636	41.6	4,515	7,640	481	604	1,028,582	996,512	32,070	12.29
124	383	Inc.	12,290	164.3	9,071	2,861	358	784	430,511	204,369	14,911	28.55
125	99	New West	12,279	-9.6	8,795	2,860	623	1,207	270,032	250,085	19,947	45.47
126	118	Plant Engineering	12,269	-0.1	12,269	0	0	2,957	90,241	0	0	135.96
127	133	Restaurants & Institns.	12,172	11.7	12,172	0	0	2,280	105,599	0	0	115.27
128	159	Texas Monthly	12,162	34.9	8,832	2,311	1,020	1,615	260,710	212,158	48,553	46.65
129	153	Soap Opera Digest	12,101	27.6	343	2,745	9,013	184	702,421	228,039	474.382	17.23
130	115	Book Digest	11,864	-4.1	3,446	8,294	124	380	909,708	902,832	6,876	13.04
131	130	Nursing 80	11,784	5.9	4,603	7,181	0	792	529,921	529,921	0	22.24
132	102	Genesis	11,730	-9.6	ne	57	11,673	ne	348,469	2,300	346,169	33.66
133	129	Medical Economics	11,690	4.0	11,000	690	0	2,955	163,105	22,991	0	71.67
134	396	Geo	11,563	166.5	1,700	9,438	425	216	271,020	262,163	8,857	42.66
135	94	Forum	11,547	-17.1	ne	686	10,860	ne	660,986	57,627	603,359	17.47
136	167	High Times	11,536	32.5	1,300	585	9,651	428	354,182	32,485	321,697	32.57
137	97	Industry Week	11,536	-15.9	11,515	21	0	1,889	279,471	583	0	41.28
138	0	Nat'l Geo. World	11,496	0.0	0	11,496	0	0	1,654,031	1,654,031	0	6.95
139	138	High Fidelity	10,982	4.3	6,518	3,678	785	674	374,995	331,373	43,622	29.28
140	122	Skiing	10,815	-8.8	7,477	2,220	1,119	711	427,963	321,404	106,560	25.27
141	150	N.E. Jnl of Medicine	10,723	10.6	5,824	4,899	0	3,411	202,395	200,351	0	52.98
142	185	Sail	10,683	17.1	7,092	2,091	1,500	1.496	178,713	116,204	62,509	59.78
143	155	Design News	10,604	12.2	10,604	0	0	3,475	154,742	0	0	68.53
144	154	Tennis	10,560	11.8	7,123	2,757	680	786	478,830	427,300	51,531	22.05
145	151	Daily News Record	10,442	8.2	9,143	1,299	0	2,979	25,972	25,972	0	402.03
146	156	Cuisine	10,376	10.6	4,464	4,981	931	406	781,066	706,617	74,449	13.28
147	132	Billboard	10,371	-13.1	6,402	2,375	1,594	2,216	45,669	35,448	10,221	227.10
148	127	Prairie Farmer	10,298	-9.0	8,850	1,448	0	1,415	206,828	206,828	0	49.79
149	143	Saturday Review	10,284	1.3	2,976	7,228	81	454	508,403	503,009	5,394	20.23
150	177	American Metal Mkt.	10,187	26.7	7,094	3,093	0	3,229	48,721	48,721	0	209.09

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151	144	Flying	10,137	0.0	5,560	3,260	1,316	617	363,653	290,539	73,114	27.87
152	145	Army Times	9,852	-1.5	5,764	2,965	1,122	1,781	135,635	114,049	21,586	72.63
153	177	Runner's World	9,837	20.5	3,539	3,609	2,689	500	411,884	280,851	131,033	23.88
154	145	Datamation	9,683	12.0	9,683	0	0	1,976	130,105	0	0	74.42
155	191	EDN	9,626	33.3	9,626	0	0	3,643	109,138	0	0	88.20
156	161	Guns and Ammo	9,599	7.4	4,176	2,738	2,685	590	477,621	328,475	149,146	20.10
157	195	Institutional Investor	9,591	36.5	8,886	705	0	1,456	48,522	10,460	0	197.66
158	165	Los Angeles	9,559	8.7	6,508	1,537	1,514	2,359	160,756	96,046	64,710	59.46
159	160	Chemical Week	9,510	6.3	8,565	945	0	2,008	53,306	47,092	0	178.41
160	168	Yachting	9,373	9.1	6,470	1,718	1,185	2,073	144,827	95,471	49,357	64.72
161	179	W	9.339	18.2	6,079	2,944	316	731	181,380	173,286	8,094	51.49
162	139	Chic	9,325	-10.5	ne	140	9,185	ne	264,646	5,177	259,469	35.24
163	148	Travel/Holiday	9,284	-4.8	3,041	5,942	301	538	785,652	757,002	16,697	11.82
164	162	Popular Electronics	9,204	3.0	5,511	2,679	1,014	746	399,558	310,569	88,989	23.04
165	227	Byte	9,134	60.7	6,100	2,347	687	2,580	157,142	134,244	22,898	58.13
166	83	Velvet	9,102	-41.4	120	0	8,982	120	249,500	0	249,500	36.48
167	166	Car Craft	9,089	4.1	3,360	1,596	4,133	627	423,847	194,244	229,604	21.44
168	134	Decortg. & Craft Ideas	9,053	-16.5	2,417	6,000	636	369	844,538	793,660	50,878	10.72
169	172	New Equip. Digest	9,047	9.0	9,047	0	0	1,129	188,436	0	0	48.01
170	175	Chicago	8,992	10.4	6,112	1,955	925	1,792	192,750	154,200	38,550	46.65
171	180	Weight Watcher's	8,950	14.0	1,807	4,819	2,324	266	809,778	616,119	193,659	11.05
172	233	Club International	8,857	60.7	ne	40	8,817	ne	246,509	1,600	244,909	35.93
173	241	Air Force Times	8,804	5.4	5,641	2,647	515	1,787	111,729	101,819	9,910	78.79
174	128	Science	8,734	4.9	5,827	2,907	0	1,330	153,015	153,015	0	57.08
175	202	Wallace's Farmer	8,721	30.6	7,851	870	0	1,843	124,332	124,332	0	70.15
176	158	Boy's Life	8,548	-5.5	2,426	6,118	4	240	1,500,173	1,499,682	491	5.70
177	176	Purchasing	8,505	4.7	8,505	0	0	2,906	95,171	0	0	89.37
178	214	The Atlantic	8,484	36.7	2,332	5,575	577	388	491,484	461,793	29,691	17.26
179	206	National Wildlife	8,480	29.5	0	8,480	0	0	848,000	848,000	0	10.00
180	186	Natural History	8,416	14.3	2,836	5,329	251	424	461,066	448,200	12,867	18.25
181	137	Consumer's Digest	8,395	-2.2	0	8,395	0	0	839,500	839,500	0	10.00
182	0	HFD	8,388	0.0	7,674	714	0	2,867	35,703	35,703	0	234.94
183	189	Travel Agent	8,259	13.0	8,153	106	0	6,707	33,929	28,620	0	243.41
184	170	Journal of the AMA	8,214	-3.7	7,768	446	0	2,326	272,223	222,904	0	30.17
185	157	Saturday Evening Post	8.188	-10.3	1,766	3,813	2,610	419	563,996	370,688	193,308	14.52
186	193	Ms.	8,172	14.5	3,709	3,482	981	571	671,804	606,371	65,433	12.16
187	119	Decision	8,100	-32.8	0	8,100	0	0	2,700,000	2,700,000	0	3.00
188	203	Ski	8,096	21.4	5,250	1,913	933	664	419,078	330,193	88,885	19.32
189	209	Boating	8,067	26.5	5,354	2,030	683	1,294	176,563	138,602	37,961	45.69
190	201	Automotive News	8,056	19.6	5,937	2,119	0	1,921	67,173	67,173	0	119.93
191	131	Mad	8,056	-27.4	0	478	7,578	0	1,342,640	79,627	1,263,013	6.00
192	182	Industrial Equip News	8,045	5.0	8,045	0	0	2,398	190,405	0	0	42.25
193	237	Colonial Homes	8,036	48.3	2,300	3,064	2,672	324	541,269	343,355	197,914	14.85
194	194	The Farmer	8,016	13.6	7,041	975	0	1,429	195,130	195,130	0	41.08
195	142	McCall's Ndlwk & Crafts	7,988	36.9	2,058	0	5,930	307	847,173	0	847,173	9.43
196	198	Signature	7,879	18.0	3,564	4,312	3	518	631,325	631,062	264	12.48
197	169	Cycle World	7,860	-8.1	4,283	1,480	2,097	828	341,208	201,430	139,778	23.03
198	183	Amer. Jnl of Nursing	7,772	3.1	3,978	3,793	0	1,144	345,191	345,191	0	22.51
199	0	Washington Reports	7,758	0.0	900	6,858	0	125	548,670	548,670	0	14.14
200	217	Chem & Engnrg News	7,745	12.9	5,661	2,084	0	1,525	121,644	121,644	0	63.67

** Total revenue ÷ average circulation

Figures are FOLIO estimates

(continued...)

Rank '80	Rank '79	Magazine name	Est.1980 Total Revenue ($000)	Total Revenue Growth* (%)	Est.1980 Ad Revenue ($000)	Est.1980 Sub. Revenue ($000)	Est.1980 Newstd. Revenue ($000)	Est.1980 Ad Pages	Est.1980 Average Circ.	Est.1980 Average Sub.copies sold/issue	Est.1980 Average Nwstd.copies sold/issue	Est.1980 Gross unit Revenue**
201	197	World Tennis	7,737	11.8	4,837	2,555	344	574	426,114	397,418	28,696	18.16
202	192	Iron Age	7,589	5.5	7,446	143	0	2,862	110,046	4,767	0	68.96
203	257	Working Woman	7,579	61.0	3,209	3,753	617	559	404,218	369,942	34,276	18.75
204	184	Dun's Review	7,574	1.6	7,224	350	0	1,021	260,709	18,443	0	29.05
205	199	Hoard's Dairyman	7,551	10.2	6,421	1,130	0	946	213,240	213,240	0	35.41
206	200	Restaurant Business	7,503	10.4	7,503	0	0	2,004	73,176	0	0	102.53
207	188	Architectural Record	7,484	1.9	6,105	1,379	0	1,526	62,112	62,112	0	120.50
208	196	Nation's Rest. News	7,341	4.8	6,621	720	0	1,504	65,332	62,021	0	112.36
209	236	RN	7,314	34.5	2,526	4,788	0	788	299,264	299,264	0	24.44
210	231	Sesame Street	7,289	29.7	0	4,448	2,841	0	1,018,774	639,931	378,864	7.15
211	173	Professional Builder	7,069	-14.4	6,845	224	0	1,516	106,990	7,469	0	66.07
212	178	United Mainliner	7,068	-10.7	7,068	0	0	1,059	314,315	0	0	22.49
213	254	Playbill	7,050	19.3	7,050	0	0	575	1,240,000	0	0	5.69
214	190	Family Health	7,042	-3.6	1,162	5,880	0	275	810,322	810,322	0	8.69
215	223	American Baby	7,010	18.7	7,010	0	0	440	1,000,000	0	0	7.01
216	204	American Legion	7,000	6.1	3,102	3,897	0	325	2,595,416	2,595,416	0	2.70
217	210	Harvard Bus.Review	6,968	10.8	1,727	5,187	54	340	218,136	216,117	2,019	31.94
218	246	Interior Design	6,968	36.0	5,500	1,019	449	2,741	48,221	37,749	10,472	144.51
219	215	Arizona Highways	6,944	12.5	0	5,928	1,015	0	550,460	494,028	56,432	12.62
220	247	Harper's	6,906	20.0	2,097	4,242	568	351	352,584	321,043	31,542	19.59
221	211	Workbasket	6,797	7.5	1,483	5,109	205	303	1,516,933	1,482,707	34,227	4.48
222	213	Navy Times	6,775	17.5	4,437	1,971	367	1,952	82,861	75,807	7,054	81.76
223	232	Meetings & Conventions	6,735	20.3	6,735	0	0	1,605	73,702	0	0	91.38
224	266	Modern Plastics	6,718	-1.6	5,609	1,109	0	1,406	50,256	50,256	0	133.68
225	0	Adweek	6,691	0	6,525	166	0	1,541	37,690	8,304	0	177.53
226	181	Swank	6,684	-9.7	ne	0	6,684	ne	189,447	0	189,447	35.28
227	164	Easyriders	6,609	-25.1	433	492	5,683	166	485,642	48,465	437,177	13.61
228	205	Supermarket News	6,568	0.0	6,136	432	0	1,300	58,331	58,331	0	112.60
229	208	Peterson's Photo.	6,521	1.3	3,736	1,457	1,328	551	270,419	196,665	73,755	24.11
230	234	Electronic Eng. Times	6,481	17.8	6,481	0	0	2,035	100,395	0	0	64.56
231	221	Philadelphia	6,384	7.7	4,690	1,017	677	1,700	135,654	107,444	28,210	47.06
232	305	Our Sunday Visitor	6,274	51.6	835	571	4,868	327	328,182	60,703	267,480	19.12
233	240	Black Enterprise	6,100	15.9	4,856	1,212	32	566	236,658	196,387	2,109	25.77
234	331	Hydrocarbon Processing	6,050	6.8	5,704	346	0	2,737	32,625	29,877	0	185.44
235	230	Progressive Grocer	6,028	7.2	6,028	0	0	1,042	84,493	0	0	71.34
236	245	Popular Hot Rodding	5,978	16.1	1,512	550	3,915	521	286,750	76,534	212,216	20.70
237	216	Elec. Const.& Maint.	5,977	-1.5	4,890	1,087	0	1,294	72,459	72,459	0	82.49
238	212	Co-Ed	5,850	-6.1	2,741	2,628	481	306	825,754	777,684	48.070	7.08
239	269	American Machinist	5,829	31.3	5,829	0	0	[illegible]	62,213	0	0	93.69
240	332	Bassmaster	5,774	60.3	3,400	2,374	0	409	339,161	339,161	0	17.02
241	222	Patient Care	5,754	-2.6	5,754	0	0	2,093	111,451	0	0	51.63
242	367	Adam	5,747	81.2	ne	136	5,611	ne	215,136	7,336	207,800	26.71
243	225	Motor News	5,688	-1.9	801	4,887	0	225	814,577	814,577	0	6.98
244	242	Bus. & Comm. Aviation	5,615	7.2	5,615	0	0	1,029	50,523	0	0	111.14
245	327	Washingtonian	5,539	51.6	3,990	987	563	1,425	107,535	80,746	26,789	51.51
246	243	Instructor	5,533	6.5	2,743	2,790	0	813	256,505	256,505	0	21.57
247	274	Computer Design	5,524	26.4	5,524	0	0	1,864	67,707	0	0	81.59
248	228	Players	5,504	0.8	ne	115	5,389	ne	196,998	4,270	192,728	27.94
249	252	Ind. Research & Dev.	5,379	8.7	5,379	0	0	1,667	103,966	0	0	51.74
250	239	Audubon	5,349	2.3	1,131	4,160	58	186	323,258	320,044	3,214	16.55

Figures are FOLIO estimates

* Measured against Folio 400 1979 figures

Rank '80	Rank '79	Magazine name	Est.1980 Total Revenue ($000)	Total Revenue Growth* (%)	Est.1980 Ad Revenue ($000)	Est.1980 Sub. Revenue ($000)	Est.1980 Newstd. Revenue ($000)	Est.1980 Ad Pages	Est.1980 Average Circ.	Est.1980 Average Sub.copies sold/issue	Est.1980 Average Nwstd.copies sold/issue	Est.1980 Gross unit Revenue**
251	286	Progressive Arch.	5,347	26.2	4,350	997	0	1,202	72,641	72,641	0	73.61
252	291	American Way	5,341	27.7	5,341	0	0	740	250,000	0	0	21.36
253	0	Country Living	5,338	0.0	678	688	3,973	144	408,555	69,020	339,535	13.07
254	258	Journal of Accountancy	5,284	13.1	1,756	3,528	0	649	239,995	239,995	0	22.02
255	253	Modern Salon	5,219	5.9	3,310	1,909	0	726	129,233	112,479	0	40.39
256	295	Chemical Processing	5,190	25.4	5,190	0	0	1,775	80,058	0	0	64.83
257	224	Mad Specials	5,181	-10.8	0	0	5,181	0	863,500	0	863,500	6.00
258	248	The AOPA Pilot	5,158	1.8	2,614	2,543	0	622	254,324	254,324	0	20.28
259	238	Power	5,118	-3.6	4,564	554	0	1,356	51,576	50,378	0	99.24
260	312	Successful Meetings	5,044	31.5	5,044	0	0	1,414	72,512	0	0	69.56
261	260	Motor Boating & Sail'g	5,017	7.7	3,552	746	719	1,437	135,033	98,298	36,736	37.16
262	278	Diversion	5,005	15.7	5,005	0	0	1,805	176,411	0	0	28.37
263	279	Postgraduate Medicine	5,001	15.8	4,557	444	0	1,579	129,942	14,785	0	38.48
264	250	Fleet Owner	4,965	-1.8	4,965	0	0	1,247	75,641	0	0	65.64
265	272	The Chr. of Higher Ed.	4,951	13.0	3,235	1,717	0	1,741	69,361	69,361	0	71.38
266	270	Linn's Stamp News	4,901	11.5	3,287	1,293	321	4,222	82,230	76,063	6,167	59.60
267	301	Early American Life	4,891	24.2	1,021	3,653	217	257	355,377	337,299	18,078	13.76
268	244	Modern Mat'ls Handl'g	4,875	-5.5	4,875	0	0	1,636	103,848	0	0	46.94
269	323	Blair & Ketchum's CJ	4,847	30.6	2,046	2,412	389	560	224,630	203,008	21,622	21.58
270	313	Houston Home/Garden	4,828	25.9	3,496	911	421	1,315	79,247	61,709	17,538	60.92
271	229	Eastern Review	4,821	-14.7	4,821	0	0	871	295,125	0	0	16.34
272	0	Electronic Buyers News	4,812	0.0	4,812	0	0	2,308	40,737	0	0	118.12
273	317	Games	4,779	26.4	811	3,380	588	146	645,962	567,538	78,424	7.40
274	297	Coal Age	4,711	10.1	4,452	259	0	2,063	20,850	20,850	0	225.95
275	289	Moody Monthly	4,706	12.1	1,171	3,153	382	575	282,394	263,879	18,515	16.67
276	271	Pickup Van & 4WD	4,656	6.0	2,088	1,507	1,063	465	252,745	193,679	59,067	18.43
277	318	Crossroads	4,620	22.4	1,740	2,880	0	184	1,200,000	1,200,000	0	3.85
278	365	Country Music	4,531	36.7	1,004	3,261	266	293	400,475	382,775	17,700	11.31
279	0	Science 80	4,510	0.0	1,221	3,170	119	217	382,534	374,039	8,495	11.79
280	310	Product Design & Dev.	4,500	16.9	4,500	0	0	1,283	125,227	0	0	35.93
281	0	New Shelter	4,478	0.0	887	3,393	198	319	394,590	378,072	16,518	11.35
282	0	Home (Hudson Home)	4,476	0.0	1,836	300	2,340	446	130,000	30,000	100,000	34.43
283	284	Publishers Weekly	4,452	4.5	3,346	1,106	0	2,739	36,864	36,864	0	120.77
284	362	Consultant	4,447	32.8	4,447	0	0	1,608	121,385	0	0	36.64
285	285	TWA Ambassador	4,438	4.6	4,438	0	0	622	295,000	0	0	15.04
286	0	Soldier of Fortune	4,427	0.0	396	600	3,431	216	197,000	42,000	155,000	21.58
287	302	Workbench	4,424	12.8	1,886	2,325	213	368	666,244	630,744	35,500	6.64
288	303	Engnrg. & Mining Jnl.	4,412	12.9	4,058	354	0	1,552	23,745	23,745	0	185.82
289	293	Skin Diver	4,403	5.4	2,523	1,199	681	616	184,371	151,957	32,414	23.88
290	0	All In Style	4,400	0.0	4,400	0	0	188	1,225,000	0	0	3.59
291	309	Telephony	4,389	13.7	3,819	570	0	3,566	35,730	28,497	270	122.84
292	0	Motorland	4,367	0.0	565	3.802	0	93	1,267,225	1,267,225	0	3.45
293	360	Model Railroader	4,356	16.5	1,171	1,590	1,596	1,138	182,157	93,511	88,646	23.92
294	329	Learning	4,346	19.9	2,100	2,246	0	525	222,335	222,335	0	19.55
295	334	The Blood Horse	4,335	21.2	3,566	730	40	6,097	15,187	14,707	480	285.45
296	283	Quest	4,307	1.8	1,652	2,215	440	293	343,253	318,138	25,115	12.55
297	320	Graphic Arts Monthly	4,300	14.7	4,300	0	0	1,943	76,980	0	0	55.86
298	219	Jack & Jill	4,280	-28.6	46	4,114	120	15	451,644	437,616	14,028	9.48
299	218	Trailer Life	4,274	-29.0	2,140	1,668	466	779	306,130	280,239	25,891	13.96
300	221	Eros	4,248	-28.2	ne	0	4,248	ne	118,000	0	118,000	36.00

** Total revenue ÷ average circulation

Figures are FOLIO estimates

(continued...)

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301	325	Sales & Mktg Mngmt	4,244	14.9	2,866	1,378	0	968	46,225	46,225	0	91.81
302	292	Heavy Duty Trucking	4,241	1.5	4,241	0	0	1,180	90,963	0	0	46.62
303	343	The Office	4,230	20.9	4,230	0	0	1,640	127,578	0	0	33.16
304	397	Mini-Micro Systems	4,211	44.7	4,211	0	0	1,271	92,649	0	0	45.45
305	387	Business Insurance	4,209	37.6	3,715	494	0	1,445	38,134	24,702	0	110.37
306	**281**	**Amer. Family Physcn.**	**4,200**	**-2.2**	**4,200**	**0**	**0**	**1,573**	**134,964**	**0**	**0**	**31.12**
307	**355**	**Tiger Beat**	**4,200**	**22.8**	**682**	**459**	**3,060**	**340**	**250,590**	**46,612**	**203,978**	**16.76**
308	**328**	**Gifts & Dec. Acces.**	**4,179**	**14.6**	**3,589**	**590**	**0**	**2,162**	**33,217**	**33,217**	**0**	**125.82**
309	**335**	**American Photographer**	**4,175**	**16.8**	**1,170**	**1,967**	**1,038**	**416**	**202,415**	**159,171**	**43,244**	**20.63**
310	**333**	**Christianity Today**	**4,166**	**16.1**	**1,500**	**2,616**	**51**	**736**	**179,516**	**174,373**	**1,610**	**23.21**
311	0	Peterson's Hunting	4,144	0.0	1,370	1,336	1,439	330	259,460	179,538	79,922	15.97
312	290	Columbia	4,114	-1.7	366	3,748	0	150	1,249,455	1,249,455	0	3.29
313	364	Tooling Production	4,112	23.8	4,112	0	0	2,084	70,048	0	0	58.70
314	0	World Oil	4,110	0.0	4,072	38	0	1,931	33,914	12,827	0	121.20
315	298	Ind. Maint. & Plt. Op.	4,083	0.9	4,083	0	0	1,462	105,558	0	0	38.68
316	**352**	**Plastics Technology**	**4,021**	**17.2**	**4,021**	**0**	**0**	**1,297**	**39,050**	**0**	**0**	**102.97**
317	**299**	**Chain Store Age (Spmkt)**	**3,993**	**-1.1**	**3,954**	**39**	**0**	**662**	**102,770**	**1,380**	**0**	**38.85**
318	**273**	**Electrical World**	**3,989**	**-12.5**	**3,640**	**349**	**0**	**1,251**	**27,041**	**22,888**	**0**	**147.51**
319	**307**	**Electronic Products**	**3,971**	**2.5**	**3,971**	**0**	**0**	**1,268**	**92,070**	**0**	**0**	**43.13**
320	**344**	**Packaging Digest**	**3,966**	**13.7**	**3,966**	**0**	**0**	**1,086**	**76,217**	**0**	**0**	**52.04**
321	348	Chemical Mktg Reporter	3,934	13.8	3,279	655	0	2,568	17,323	17,323	0	227.08
322	361	Capper's Weekly	3,894	16.1	635	3,259	0	264	416,610	416,610	0	9.35
323	315	Financial World	3,859	1.9	2,413	1,295	151	928	76,990	58,241	5,484	50.12
324	0	Working Mother	3,849	0.0	1,745	1,403	700	468	293,627	215,835	77,792	13.11
325	338	Wisconsin Agricult.	3,848	8.7	3,394	454	0	1,066	83,359	83,359	0	46.16
326	**0**	**D (Dallas City Mag.)**	**3,845**	**0.0**	**2,925**	**555**	**365**	**1,370**	**66,268**	**48,884**	**17,384**	**58.02**
327	**336**	**Ohio Farmer**	**3,819**	**7.3**	**3,312**	**507**	**0**	**1,100**	**101,423**	**101,423**	**0**	**37.66**
328	**353**	**Daily Word**	**3,816**	**11.4**	**0**	**3,816**	**0**	**0**	**1,908,238**	**1,908,238**	**0**	**2.00**
329	**394**	**Builder (NAHB)**	**3,782**	**28.5**	**2,551**	**1,231**	**0**	**682**	**135,613**	**123,134**	**0**	**27.89**
330	**385**	**Modern Off. Procedures**	**3,780**	**23.0**	**3,780**	**0**	**0**	**1,358**	**129,223**	**0**	**0**	**29.25**
331	321	Hospitals	3,779	1.1	3,594	185	0	1,833	84,813	6,180	0	44.56
332	311	Radio Electronics	3,776	-1.8	1,697	992	1,088	784	192,710	120,177	72,533	19.59
333	235	VFW Magazine	3,768	3.8	2,002	1,766	0	330	1,765,823	1,765,823	0	2.13
334	341	Catholic Digest	3,750	6.6	618	2,592	540	442	577,141	517,137	60,004	6.50
335	324	Hardware Retailing	3,726	0.8	3,579	147	0	1,494	62,282	40,686	0	59.82
336	**351**	**IEEE Spectrum**	**3,714**	**7.6**	**2,633**	**1,081**	**0**	**855**	**214,790**	**214,790**	**0**	**17.29**
337	**0**	**Next**	**3,679**	**0.0**	**501**	**2,098**	**1,080**	**128**	**300,000**	**210,000**	**90,000**	**12.26**
338	**0**	**Control Engineering**	**3,677**	**0.0**	**3,565**	**112**	**0**	**1,226**	**74,833**	**2,750**	**0**	**49.14**
339	**326**	**Alaska**	**3,670**	**-0.2**	**868**	**1,908**	**894**	**385**	**179,147**	**129,484**	**49,663**	**20.49**
340	**339**	**Western Horseman**	**3,623**	**2.6**	**1,560**	**996**	**1,067**	**760**	**175,758**	**104,607**	**71,151**	**20.61**
341	366	Discount Store News	3,618	9.2	3,500	118	0	860	28,457	25,006	0	127.12
342	390	Production	3,610	21.4	3,610	0	0	1,215	80,063	0	0	45.09
343	308	The Elks Magazine	3,606	-6.9	1,543	2,063	0	248	1,650,336	1,650,336	0	2.18
344	346	Air Cond.-Htg/Rfrg	3,600	4.1	2,865	735	0	995	29,667	29,667	0	121.37
345	354	Heavy Metal	3,595	5.0	188	212	3,196	124	169,789	21,157	148,633	21.17
346	**345**	**Today's Education**	**3,593**	**3.5**	**1,392**	**2,201**	**0**	**221**	**1,663,098**	**1,663,098**	**0**	**2.16**
347	**357**	**Power Engineering**	**3,583**	**5.1**	**3,583**	**0**	**0**	**1,025**	**47,230**	**0**	**0**	**75.86**
348	**0**	**Discover**	**3,575**	**0.0**	**1,212**	**1,657**	**705**	**118**	**485,887**	**368,323**	**117,564**	**7.36**
349	**369**	**Motorcyclist**	**3,573**	**9.5**	**1,652**	**767**	**1,154**	**441**	**207,765**	**130,848**	**76,918**	**17.20**
350	**304**	**Audio**	**3,572**	**-8.2**	**2,594**	**419**	**559**	**955**	**116,989**	**83,942**	**33,048**	**30.53**

Figures are FOLIO estimates

* Measured against Folio 400 1979 figures

The Folio 400

Rank '80	'79	Magazine name	Est.1980 Total Revenue ($000)	Total Revenue Growth* (%)	Est.1980 Ad Revenue ($000)	Est.1980 Sub. Revenue ($000)	Est.1980 Newstd. Revenue ($000)	Est.1980 Ad Pages	Est.1980 Average Circ.	Est.1980 Average Sub.copies sold/issue	Est.1980 Average Nwstd.copies sold/issue	Est.1980 Gross unit Revenue**
351	349	Emergency Medicine	3,530	2.5	3,530	0	0	1,846	115,031	0	0	30.68
352	384	Restaurant Hospitality	3,527	14.1	3,527	0	0	992	76,704	0	0	45.98
353	368	Shooting Times	3,521	7.2	812	1,017	1,692	457	187,172	93,182	93,991	18.81
354	0	Science News	3,518	0.0	387	3,131	0	200	180,957	180,957	0	19.44
355	337	Annnals of Int. Med.	3,513	-1.2	2,124	1,388	0	1,197	91,239	91,239	0	38.50
356	0	Chemical Equipment	3,503	0.0	3,503	0	0	1,244	70,276	0	0	49.85
357	0	Westways	3,503	0.0	1,400	2,103	0	318	446,077	446,077	0	7.85
358	268	Construction Equip.	3,500	-22.1	3,500	0	0	1,132	76,995	0	0	45.46
359	0	Computer Decisions	3,493	0.0	3,493	0	0	901	110,226	0	0	31.69
360	358	American Artist	3,490	2.7	1,262	1,912	316	509	143,473	125,926	17,547	24.33
361	391	ABA Journal	3,459	16.5	2,356	1,103	0	588	288,292	288,292	0	12.00
362	399	The Rotarian	3,457	21.1	883	2,574	0	267	468,011	468,011	0	7.39
363	370	Bakery Prod & Mktg	3,434	5.3	3,434	0	0	1,898	29,210	0	0	117.55
364	0	Pulp & Paper	3,430	0.0	3,340	90	0	1,887	22,879	3,008	0	149.93
365	0	Petroleum Engr Intl.	3,423	0.0	3,265	158	0	1,360	30,490	15,648	0	112.27
366	261	Stag	3,410	-24.1	ne	0	3,410	ne	113,674	0	113,674	30.00
367	382	Production Engineering	3,395	9.6	3,395	0	0	953	92,600	0	0	36.66
368	378	Nuestro	3,390	6.9	1,019	1,695	676	243	195,316	141,215	54,101	17.36
369	0	Outside	3,383	0.0	1,350	1,354	679	271	202,100	144,091	58,010	16.74
370	0	San Diego	3,378	0.0	2,692	466	220	1,766	48,144	37,690	10,454	70.16
371	389	Hospital Practice	3,376	13.3	3,376	0	0	1,017	186,101	0	0	18.14
372	0	Modern Machine Shop	3,362	0.0	3,362	0	0	2,231	106,209	0	0	31.65
373	342	Commercial Car Journal	3,359	-4.3	3,359	0	0	1,257	75,999	0	0	44.19
374	375	Infosystems	3,355	5.3	3,355	0	0	823	110,335	0	0	30.41
375	372	Autoweek	3,349	3.6	1,656	1,480	213	1,241	91,649	87,931	3,718	36.54
376	377	Sixteen	3,340	5.3	111	83	3,146	106	242,404	8,339	234,066	13.78
377	351	Highway & Hvy Constr.	3,329	-2.9	3,329	0	0	1,077	70,925	0	0	46.94
378	316	Artnews	3,291	-13.1	1,933	1,038	321	1,193	70,747	60,045	10,703	46.52
379	0	Daytime TV	3,289	0.0	310	0	2,979	378	248,261	0	248,261	13.25
380	395	Men's Wear	3,278	11.9	2,930	348	0	820	23,081	20,491	0	142.01
381	319	True Confessions	3,274	-13.1	550	84	2,640	405	232,000	12,000	222,000	14.11
382	0	Health Care Prod. Nws	3,267	0.0	3,267	0	0	1,175	80,474	0	0	40.59
383	398	Mat'l. Handlg & Engrg.	3,259	13.0	3,259	0	0	1,246	99,030	0	0	32.91
384	322	Flower & Garden	3,239	-13.2	1,256	1,914	69	353	508,177	500,502	7,675	6.37
385	396	Dirt Bike	3,208	4.7	813	564	1,831	272	179,328	57,246	122,082	17.89
386	0	Pan Am Clipper	3,199	0.0	3,199	0	0	597	219,400	0	0	14.58
387	350	Building Supply News	3,163	-8.1	3,163	0	0	1,495	35,078	0	0	90.18
388	265	Medical World News	3,126	-31.2	3,126	0	0	1,153	117,900	0	0	26.51
389	0	Sheet Music	3,120	0.0	80	3,040	0	72	220,422	220,422	0	14.16
390	0	National Hog Farmer	3,085	0.0	3,085	0	0	783	121,032	0	0	25.46
391	340	Motor	3,073	-12.7	1,924	1,149	0	475	127,629	127,629	0	24.07
392	0	Analytical Chemistry	3,063	0.0	2,693	369	0	1,189	30,678	31,012	0	99.86
393	0	Pensions & Investments	3,034	0.0	989	507	1,435	342	157,716	77,995	79,721	18.58
394	0	Moneymaker	3,005	0.0	2,611	423	0	686	32,020	10,583	0	94.76
395	388	Chain Store Age (Gen.M)	2,995	0.0	0	3,005	0	0	201,000	201,000	0	14.95
396	0	Purchasing World	2,952	-2.0	2,836	160	0	820	29,928	25,475	0	100.09
397	379	Vogue Patterns	2,936	0.0	2,952	0	0	1,110	85,327	0	0	34.60
398	0	Four Wheel & Off Road	2,931	-7.0	315	912	1,710	141	381,444	174,231	207,213	7.70
399	188	Circus	2,900	-60.3	419	632	1,057	214	136,691	43,606	93,085	21.27
400	0	Attenzione	2,885	0.0	625	2,080	180	294	136,000	130,000	6,000	21.21

** Total revenue – average circulation

Figures are FOLIO estimates

Top 100 consumer magazines by average circulation

Rank	Magazine Name	Average Circ.	% Change
1	Parade	21,644,000	-0.7
2	T.V. Guide	18,426,194	-4.5
3	Reader's Digest	18,045,968	0.3
4	Family Weekly	12,366,269	3.5
5	National Geographic	10,560,885	2.2
6	Better Homes & Gardens	8,055,040	0.0
7	Woman's Day	7,661,274	1.7
8	Family Circle	7,443,306	-3.1
9	Modern Maturity	6,748,925	-0.5
10	McCall's	6,237,176	-4.3
11	Ladies Home Journal	5,502,232	-1.2
12	Playboy	5,378,818	-0.3
13	Good Housekeeping	5,214,891	-0.2
14	National Enquirer	5,032,486	0.3
15	Penthouse	4,416,880	-5.7
16	Time	4,407,928	2.7
17	Redbook	4,293,943	-1.9
18	The Star	3,444,669	6.8
19	Guideposts	3,398,000	3.5
20	Newsweek	2,958,397	0.8
21	Cosmopolitan	2,824,916	2.5
22	Decision	2,700,000	-32.8
23	Consumer Reports	2,604,000	12.2
24	American Legion	2,595,416	0.3
25	Prevention	2,429,439	7.3
26	People	2,407,501	5.2
27	Sports Illustrated	2,304,570	1.0
28	New York News Mag	2,125,156	0.0
29	U.S. News & World Rep.	2,070,611	0.8
30	Field & Stream	2,020,351	-1.1
31	Popular Science	1,923,571	6.8
32	Daily Word	1,908,238	-0.9
33	Smithsonian	1,897,491	4.6
34	Glamour	1,891,164	1.1
35	Southern Living	1,799,493	-0.1
36	VFW Magazine	1,765,823	-0.1
37	Outdoor Life	1,723,915	0.2
38	The Globe	1,687,732	7.8
39	Popular Mechanics	1,686,518	2.9
40	Nat'l Geo. World	1,654,031	0.0
41	The Elks Magazine	1,650,336	0.4
42	Mechanix Illustrated	1.647,995	-4.0
43	Hustler	1,530,879	-6.8
44	Workbasket	1,516,933	-7.5
45	Seventeen	1,504,223	6.5
46	Parents	1,502,607	3.7
47	Boy's Life	1,500,173	-3.7
48	Changing Times	1,445,277	8.8
49	New York Times Mag..	1,430,358	0.4
50	Sunset	1,411,495	1.3
51	True Story	1,401,267	-13.4
52	Life	1,364,816	2.5
53	Mad	1,342,640	-27.4
54	Organic Gardening	1,335,699	9.6
55	Ebony	1,278,907	0.9
56	Nation's Business	1,268,864	1.7
57	Motorland	1,267,225	0.0
58	New Woman	1,252,732	10.6
59	Columbia	1,249,455	-1.8
60	Farm Journal	1,248,915	-6.6
61	Playbill	1,240,000	21.6
62	L.A. Times Home Mag.	1,234,114	0.0
63	All In Style	1,225,000	0.0
64	Highlights for Children	1,222,793	7.6
65	Sport	1,213,387	-0.1
66	Crossroads	1,200,000	-46.7
67	Bon Appetit	1,172,652	3.8
68	Psychology Today	1,171,355	-0.5
69	Chicago Tribune	1,144,058	0.0
70	1001 Decorating Ideas	1,105,546	26.6
71	House & Garden	1,088,424	7.8
72	Vogue	1,077,316	8.3
73	Teen	1,056,895	1.6
74	Us	1,054,796	24.9
75	The Family Handyman	1,028,582	9.8
76	Sesame Street	1,018,774	22.0
77	Golf Digest	1,010,987	4.0
78	Mademoiselle	1,009,304	6.9
79	American Baby	1,000,000	0.0
80	Mother Earth News	991,415	40.7
81	Travel & Leisure	950,807	2.2
82	Hot Rod	910,629	2.7
83	Book Digest	909,708	-10.7
84	House Beautiful	899,617	1.6
85	Popular Photography	868,768	5.0
86	Mad Specials	863,500	-25.7
87	Omni	850,783	21.0
88	Yankee	850,699	4.2
89	Self	849,968	4.2
90	National Wildlife	848,000	-3.0
91	McCall's Ndlwk & Crafts	847,173	28.2
92	Decortg. & Craft Ideas	844,538	4.4
93	Consumer's Digest	839,500	-1.2
94	Money	836,240	-2.0
95	Grit	835,942	-12.1
96	Co-Ed	825,754	2.9
97	Progressive Farmer	825,716	-12.0
98	Metropolitan Home	824,606	7.2
99	Washington Post Mag.	820,452	0.0
100	Business Week	820,313	2.6

Figures are FOLIO estimates

Top 100 consumer magazines by advertising revenue

Rank	Magazine Name	($000)	% Change
1	T.V. Guide	239,468	8.8
2	Time	214,139	1.9
3	Newsweek	175,049	3.0
4	Parade	135,899	0.5
5	Business Week	129,554	10.8
6	Sports Illustrated	123,052	4.6
7	People	102,138	17.5
8	Woman's Day	95,347	7.5
9	Reader's Digest	94,056	-8.4
10	Better Homes & Gardens	94,004	0.2
11	Family Circle	90,391	-4.8
12	Family Weekly	88,357	7.0
13	Good Housekeeping	87,318	12.0
14	U.S. News & World Rep.	73,139	6.6
15	Playboy	70,248	10.5
16	McCall's	63,909	-4.7
17	New York Times Mag..	56,039	19.7
18	Fortune	55,559	13.2
19	Cosmopolitan	54,581	9.8
20	Ladies Home Journal	52,578	0.7
21	Redbook	50,298	1.6
22	The New Yorker	48,095	19.6
23	Forbes	44,892	18.2
24	New York News Mag	37,829	0.0
25	Glamour	36,072	6.4
26	National Geographic	31,593	5.2
27	Vogue	30,813	14.4
28	Southern Living	30,617	0.2
29	L.A. Times Home Mag.	27,994	0.0
30	Penthouse	27,764	6.6
31	Sunset	26,978	2.5
32	House & Garden	26,735	8.7
33	Popular Photography	25,168	3.2
34	National Enquirer	24,250	1.0
35	Chicago Tribune	22,999	0.0
36	Field & Stream	21,930	7.4
37	Farm Journal	21,023	-8.6
38	Seventeen	20,556	7.3
39	Popular Mechanics	19,720	6.0
40	Smithsonian	19,635	36.4
41	Life	19,166	45.5
42	New York	18,303	8.2
43	Ebony	17,576	10.9
44	Popular Science	17,232	5.5
45	Mademoiselle	17,115	16.9
46	Scientific American	17,099	25.4
47	House Beautiful	16,922	4.3
48	Outdoor Life	15,073	-4.1
49	Golf Digest	15,041	-3.0
50	Travel & Leisure	15,033	15.5
51	Money	14,822	32.6
52	Mechanix Illustrated	14,720	4.8
53	Washington Post Mag.	14,391	0.0
54	Car & Driver	13,947	23.1
55	Psychology Today	13,847	5.1
56	Modern Photography	13,566	14.5
57	Parents	13,553	54.7
58	The Star	13,360	19.3
59	Stereo Review	12,872	-2.5
60	Architectural Digest	12,854	30.0
61	Successful Farming	12,294	-2.4
62	Bon Appetit	12,146	47.8
63	Road & Track	12,060	26.4
64	Bride's	11,935	28.8
65	Prevention	11,872	-3.4
66	Harper's Bazaar	11,192	34.5
67	Progressive Farmer	10,882	-4.7
68	Rolling Stone	10,657	0.2
69	Golf	9,884	9.6
70	Modern Bride	9,848	13.6
71	Nation's Business	9,580	5.5
72	Town & Country	9,481	37.3
73	Cycle	9,200	-4.9
74	Motor Trend	9,136	15.7
75	Metropolitan Home	9,111	11.1
76	Inc.	9,071	95.1
77	Prairie Farmer	8,850	-11.8
78	Texas Monthly	8,832	46.1
79	New West	8,795	-13.8
80	Hot Rod	8,189	3.7
81	Omni	7,970	97.4
82	Essence	7,958	23.0
83	Self	7,908	243.8
84	Wallace's Farmer	7,851	32.6
85	The Globe	7,779	10.0
86	Sport	7,489	9.4
87	Skiing	7,477	-18.3
88	Gourmet	7,471	1.9
89	Gentlemen's Quarterly	7,290	24.6
90	Dun's Review	7,224	1.1
91	Tennis	7,123	16.6
92	Sail	7,092	18.5
93	United Mainliner	7,068	-10.7
94	Playbill	7,050	19.3
95	The Farmer	7,041	13.6
96	American Baby	7,010	18.7
97	Sports Afield	6,960	29.1
98	Esquire	6,944	-18.4
99	High Fidelity	6,518	-8.5
100	Los Angeles	6,508	7.8

Figures are FOLIO estimates

Top 100 consumer magazines by advertising pages

Rank	Magazine Name	Ad Pages	% Change
1	Business Week	4,941	-2.1
2	New York Times Mag..	4,398	1.1
3	The New Yorker	4,223	1.1
4	Linn's Stamp News	4,222	-1.4
5	T.V. Guide	3,747	0.4
6	People	3,275	-4.3
7	Newsweek	3,098	-9.2
8	L.A. Times Home	2,828	0.0
9	Wash.Post Mag.	2,772	0.0
10	Interior Design	2,741	19.5
11	Time	2,719	-9.8
12	Forbes	2,670	1.1
13	Byte	2,580	40.1
14	Chicago Tribune	2,524	0.0
15	Sports Illustrated	2,511	-7.2
16	Los Angeles	2,359	-7.9
17	Vogue	2,348	1.0
18	Cosmopolitan	2,344	-3.0
19	New York News Mag	2,340	0.0
20	Barron's	2,308	24.5
21	Fortune	2,305	0.2
22	New York	2,226	0.0
23	Yachting	2,073	-1.8
24	Navy Times	1,952	-5.4
25	Glamour	1,941	-4.9
26	U.S. News & World Rep.	1,935	-6.5
27	Good Housekeeping	1,923	0.7
28	Wallace's Farmer	1,843	19.4
29	Chicago	1,792	-2.7
30	Air Force Times	1,787	-4.9
31	Army Times	1,781	-4.9
32	San Diego	1,766	0.0
33	Philadelphia	1,700	-5.0
34	Popular Photography	1,691	-9.5
35	Texas Monthly	1,615	13.9
36	Sunset	1,608	-5.7
37	Family Circle	1,59[illegible]	-11.4
38	Woman's Day	1,592	-0.3
39	Modern Photography	1,535	3.1
40	Bride's	1,531	18.0
41	Better Homes & Gardens	1,525	-9.3
42	Mademoiselle	1,511	2.0
43	Town & Country	1,502	25.3
44	Sail	1,496	-3.4
45	Motor Boating & Sail'g	1,437	-2.8
46	The Farmer	1,429	0.5
47	Washingtonian.	1,425	-5.6
48	House & Garden	1,420	0.2
49	Prairie Farmer	1,415	-22.3
50	Playboy	1,411	-0.7

Rank	Magazine Name	Ad Pages	% Change
51	Southern Living	1,410	-9.6
52	National Enquirer	1,404	0.0
53	Architectural Digest	1,375	18.6
54	D (Dallas City Mag.)	1,370	0.0
55	Redbook	1,354	-8.9
56	Popular Mechanics	1,343	-4.0
57	Seventeen	1,331	-3.8
58	Science	1,330	-20.9
59	Houston Home/Garden	1,315	-2.8
60	Boating	1,294	1.5
61	Autoweek	1,241	14.0
62	Modern Bride	1,232	3.2
63	McCall's	1,227	-9.0
64	Ladies Home Journal	1,217	-8.9
65	New West	1,207	-22.3
66	Yankee	1,197	-7.2
67	Artnews	1,193	11.5
68	Road & Track	1,192	11.0
69	Gentlemen's Quarterly	1,173	10.0
70	Reader's Digest	1,165	-16.5
71	Scientific American	1,146	9.8
72	House Beautiful	1,139	-4.0
73	Model Railroader	1,138	1.6
74	Harper's Bazaar	1,121	19.3
75	Ohio Farmer	1,100	9.2
76	Wisconsin Agricult.	1,066	-4.8
77	Prevention	1,062	-17.6
78	Popular Science	1,059	-0.1
79	United Mainliner	1,059	-8.4
80	Dun's Review	1,021	0.8
81	Sports Afield	1,019	8.8
82	Field & Stream	985	-6.0
83	Rolling Stone	984	-15.7
84	Travel & Leisure	978	4.8
85	Essence	977	11.4
86	The Globe	972	10.0
87	Smithsonian	965	18.3
88	Ebony	962	-2.0
89	Cycle	957	11.2
90	Audio	955	-5.4
91	Organic Gardening	947	1.1
92	Hoard's Dairyman	946	1.1
93	Family Weekly	943	-7.8
94	The Star	936	0.0
95	Car & Driver	935	5.3
96	Financial World	928	-2.8
97	Mechanix Illustrated	926	-8.6
98	Money	924	13.0
99	Bon Appetit	916	12.1
100	Penthouse	837	-7.2

Figures are FOLIO estimates

Top 100 consumer magazines by avg. sub. copies per issue

Rank	Magazine Name	Average Sub. copies/issue	% Change
1	Reader's Digest	16,849,086	1.3
2	National Geographic	10,557,463	2.2
3	Better Homes & Gardens	7,350,829	0.3
4	T.V. Guide	6,966,151	-7.0
5	Modern Maturity	6,748,925	-0.5
6	McCall's	5,467,521	-3.5
7	Ladies Home Journal	4,539,054	-0.5
8	Time	4,116,443	2.5
9	Redbook	3,473,585	1.7
10	Good Housekeeping	3,420,056	-0.6
11	Guideposts	3,398,000	3.5
12	Newsweek	2,718,878	0.2
13	Decision	2,700,000	-32.8
14	American Legion	2,595,416	0.3
15	Consumer Reports	2,452,000	12.2
16	Prevention	2,389,971	5.5
17	Playboy	2,378,892	6.8
18	Sports Illustrated	2,210,017	1.0
19	U.S. News & World Rep.	1,992,429	0.3
20	Daily Word	1,908,238	-0.9
21	Smithsonian	1,896,214	4.6
22	Field & Stream	1,863,447	-1.2
23	VFW Magazine	1,765,823	-0.1
24	Southern Living	1,697,461	0.1
25	Nat'l Geo. World	1,654,031	0.0
26	The Elks Magazine	1,650,336	0.4
27	Popular Science	1,625,740	7.2
28	Outdoor Life	1,529,541	1.6
29	Boy's Life	1,499,682	-3.7
30	Workbasket	1,482,707	-7.8
31	Parents	1,456,741	2.1
32	Mechanix Illustrated	1,426,338	-4.2
33	Changing Times	1,399,519	8.1
34	Organic Gardening	1,325,255	10.0
35	Sunset	1,289,671	2.1
36	Popular Mechanics	1,281,928	3.6
37	Nation's Business	1,268,864	1.7
38	Motorland	1,267,225	0.0
39	Columbia	1,249,455	-1.8
40	Farm Journal	1,248,915	-6.6
41	Highlights for Children	1,222,793	7.6
42	Crossroads	1,200,000	8.5
43	Ebony	1,039,323	2.1
44	True Story	1,038,767	-10.4
45	Sport	1,037,680	-1.0
46	Bon Appetit	999,549	2.2
47	Psychology Today	998,508	-1.3
48	The Family Handyman	996,512	11.1
49	1001 Decorating Ideas	993,780	38.9
50	Travel & Leisure	950,807	2.2

Rank	Magazine Name	Average Sub. copies/issue	% Change
51	Golf Digest	930,124	4.5
52	Book Digest	902,832	-9.9
53	National Wildlife	848,000	-3.0
54	Consumer's Digest	839,500	-1.2
55	Mother Earth News	828,234	38.9
56	Progressive Farmer	825,716	-12.0
57	Family Health	810,322	1.1
58	Seventeen	803,909	35.8
59	Decortg. & Craft Ideas	793,660	4.3
60	Business Week	789,712	1.9
61	Co-Ed	777,684	3.0
62	Life	772,549	24.7
63	Yankee	771,506	5.8
64	Teen	760,579	3.9
65	Travel/Holiday	757,002	0.7
66	Glamour	739,026	-4.6
67	Money	731,758	-3.9
68	Metropolitan Home	721,235	3.0
69	Cuisine	706,617	-4.8
70	Popular Photography	693,693	7.7
71	Successful Farming	690,306	-4.4
72	House & Garden	677,028	10.7
73	Forbes	674,673	1.9
74	Golf	660,904	3.7
75	Fortune	650,254	1.2
76	Sesame Street	639,931	24.3
77	Signature	631,062	1.2
78	Workbench	630,744	3.2
79	Weight Watcher's	616,119	1.9
80	Ms.	606,371	40.6
81	House Beautiful	596,186	10.7
82	Games	567,538	12.3
83	Hot Rod	565,950	9.3
84	Motor Trend	553,935	2.8
85	Washington Reports	548,670	0.0
86	Scientific American	546,071	3.3
87	Esquire	540,578	-6.0
88	Car & Driver	520,882	-1.1
89	Catholic Digest	517,137	7.5
90	Modern Photography	515,134	3.4
91	Saturday Review	503,009	-2.2
92	Flower & Garden	500,502	0.3
93	Gourmet	494,042	-2.3
94	Arizona Highways	494,028	-10.2
95	National Enquirer	492,313	-0.1
96	Stereo Review	474,757	2.3
97	The Rotarian	468,011	2.1
98	The Atlantic	461,793	50.5
99	The New Yorker	460,218	0.4
100	Sports Afield	454,811	11.4

Figures are FOLIO estimates

Top 100 consumer magazines by newsstand revenue

Rank	Magazine Name	($000)	% Change
1	T.V. Guide	238,369	11.1
2	Penthouse	129,179	9.6
3	National Enquirer	94,436	-4.6
4	Playboy	91,498	9.0
5	People	81,820	11.6
6	Family Circle	71,999	0.2
7	The Star	68,944	6.6
8	Woman's Day	67,497	8.6
9	Hustler	53,397	-6.3
10	Cosmopolitan	50,467	5.6
11	The Globe	34,243	8.7
12	Good Housekeeping	28,717	7.3
13	Glamour	20,738	5.1
14	Oui	20,618	14.3
15	Time	19,578	6.1
16	Club	19,478	21.1
17	Gallery	18,073	1.1
18	Reader's Digest	17,953	15.8
19	Jet	16,393	56.7
20	High Society	16,108	1.1
21	Omni	15,893	-3.9
22	Newsweek	15,569	6.0
23	Vogue	15,442	15.5
24	Playgirl	15,229	5.0
25	Ladies Home Journal	14,448	-4.3
26	Life	14,214	10.8
27	Us	14,145	11.7
28	Cheri	13,876	20.1
29	Redbook	12,935	-10.3
30	Mademoiselle	12,481	9.2
31	Genesis	11,673	-9.7
32	McCall's	11,545	-7.5
33	Forum	10,860	-18.0
34	Better Homes & Gardens	10,563	21.1
35	Grit	10,191	-18.0
36	High Times	9,651	34.1
37	Chic	9,185	-11.0
38	Rolling Stone	9,094	10.7
39	Soap Opera Digest	9,013	35.5
40	Velvet	8,982	-42.2
41	Club International	8,817	67.9
42	National Lampoon	8,593	-6.6
43	Seventeen	8,404	-14.6
44	New Woman	7,738	7.9
45	Mad	7,578	-27.8
46	Sports Illustrated	7,375	22.9
47	Self	7,129	10.4
48	Inside Sports	6,740	0.0
49	Swank	6,684	-9.7
50	Harper's Bazaar	6,523	16.0
51	Hot Rod	6,204	3.9
52	House & Garden	6,171	3.3
53	Popular Mechanics	6,069	25.7
54	McCall's Ndlwk & Crafts	5,930	49.6
55	Easyriders	5,683	-22.8
56	Adam	5,611	86.3
57	Gentlemen's Quarterly	5,400	-5.3
58	Players	5,389	1.4
59	Popular Science	5,361	4.7
60	Road & Track	5,334	-14.1
61	Mad Specials	5,181	-10.8
62	Our Sunday Visitor	4,868	78.2
63	House Beautiful	4,734	3.4
64	Car & Driver	4,727	60.0
65	Teen	4,445	20.3
66	True Story	4,350	-21.0
67	Ebony	4,313	44.5
68	Eros	4,248	-28.2
69	Car Craft	4,133	-0.4
70	Architectural Digest	4,118	26.8
71	Scientific American	3,992	16.0
72	Country Living	3,973	0.0
73	Popular Hot Rodding	3,915	18.3
74	Modern Bride	3,813	24.4
75	Bride's	3,757	15.1
76	Motor Trend	3,628	10.5
77	Stag	3,410	-24.1
78	Mechanix Illustrated	3,325	22.2
79	Bon Appetit	3,220	40.9
80	Heavy Metal	3,196	10.0
81	Sixteen	3,146	8.9
82	Tiger Beat	3,060	22.9
83	Popular Photography	3,020	-8.6
84	Daytime TV	2,979	0.0
85	Mother Earth News	2,937	50.2
86	Outdoor Life	2,916	12.9
87	Essence	2,884	21.2
88	Sesame Street	2,841	18.4
89	Runner's World	2,689	40.4
90	Guns and Ammo	2,685	-2.0
91	Colonial Homes	2,672	18.6
92	True Confessions	2,640	-14.4
93	Sport	2,636	20.1
94	Saturday Evening Post	2,610	-20.4
95	Psychology Today	2,593	4.8
96	Sports Afield	2,533	14.4
97	Gourmet	2,522	34.5
98	Modern Photography	2,499	6.4
99	Field & Stream	2,354	24.7
100	Home (Hudson Home)	2,340	0.0

Figures are FOLIO estimates

Top 100 consumer magazines by avg. newstd. copies sold per issue

Rank	Magazine Name	Avg. Newstd copies sold/issue	% Change
1	T.V. Guide	11,460,043	-2.9
2	Woman's Day	7,626,726	1.7
3	Family Circle	7,443,306	-3.1
4	National Enquirer	4,540,173	0.3
5	Penthouse	4,172,454	-6.2
6	The Star	3,314,616	6.6
7	Playboy	2,999,926	-5.3
8	Cosmopolitan	2,727,930	2.8
9	People	1,976,708	3.1
10	Good Housekeeping	1,794,835	0.6
11	The Globe	1,646,284	8.7
12	Hustler	1,493,201	-7.1
13	Mad	1,263,013	-27.8
14	Reader's Digest	1,196,883	-12.0
15	Glamour	1,152,138	5.1
16	Ladies Home Journal	963,178	-4.3
17	Mad Specials	863,500	-25.7
18	New Woman	859,778	7.9
19	McCall's Ndlwk & Crafts	847,173	28.2
20	Redbook	820,359	-14.7
21	McCall's	769,655	-9.4
22	Us	725,384	11.7
23	Better Homes & Gardens	704,211	-3.1
24	Seventeen	700,314	-14.6
25	Mademoiselle	693,386	9.2
26	Oui	676,003	-10.1
27	Omni	662,190	-3.9
28	Vogue	630,784	16.1
29	Playgirl	625,177	3.2
30	Forum	603,359	-18.0
31	Life	592,268	-16.9
32	Gallery	583,767	-11.9
33	Club	541,046	0.9
34	Grit	489,954	-18.0
35	National Lampoon	477,395	-6.6
36	High Society	476,000	-8.0
37	Soap Opera Digest	474,382	12.9
38	Easyriders	437,177	6.9
39	Cheri	420,475	9.2
40	House & Garden	411,396	3.3
41	Popular Mechanics	404,591	0.6
42	Self	396,078	10.4
43	Sesame Street	378,864	18.4
44	Inside Sports	374,450	0.0
45	True Story	362,500	-21.0
46	Harper's Bazaar	357,628	3.0
47	Genesis	346,169	-11.6
48	Hot Rod	344,679	6.5
49	Country Living	339,535	0.0
50	High Times	321,697	7.3
51	Jet	315,248	-6.0
52	House Beautiful	303,432	-12.5
53	Bride's	301,064	10.7
54	Popular Science	297,831	4.7
55	Teen	296,317	-3.8
56	Time	291,485	4.7
57	Rolling Stone	279,812	-7.2
58	Modern Bride	272,357	6.6
59	Our Sunday Visitor	267,480	52.8
60	Gentlemen's Quarterly	263,437	-5.3
61	Chic	259,469	-11.0
62	Road & Track	254,015	-4.2
63	Velvet	249,500	-43.1
64	Daytime TV	248,261	0.0
65	Club International	244,909	39.9
66	Ebony	239,584	-3.8
67	Newsweek	239,519	8.0
68	Sixteen	234,066	-2.8
69	Car Craft	229,604	-0.4
70	True Confessions	222,000	-14.4
71	Mechanix Illustrated	221,658	-2.2
72	Popular Hot Rodding	212,216	-3.8
73	Adam	207,800	65.6
74	Vogue Patterns	207,213	-24.4
75	Tiger Beat	203,978	-26.2
76	Car & Driver	202,027	2.6
77	Motor Trend	201,559	-7.9
78	Colonial Homes	197,914	5.5
79	Outdoor Life	194,374	-9.7
80	Weight Watcher's	193,659	-6.6
81	Saturday Evening Post	193,308	-20.4
82	Players	192,728	-2.1
83	Essence	192,237	6.6
84	Swank	189,447	-21.6
85	Sport	175,709	5.7
86	Popular Photography	175,075	-4.6
87	Bon Appetit	173,104	13.6
88	Psychology Today	172,847	4.7
89	Gourmet	168,157	7.6
90	Mother Earth News	163,182	50.3
91	Scientific American	162,942	-5.1
92	Field & Stream	156,904	-0.3
93	Consumer Reports	152,000	12.6
94	Guns and Ammo	149,146	-2.0
95	Heavy Metal	148,633	-7.9
96	Cycle	141,215	8.1
97	Cycle World	139,778	9.0
98	Sports Afield	136,193	10.7
99	Runner's World	131,033	-17.9
100	Dirt Bike	122,082	-0.9

Figures are FOLIO estimates

Top 50 consumer monthlies by total revenue

Rank	Magazine Name	($000)	% Change
1	Reader's Digest	261,205	3.7
2	Playboy	199,279	12.0
3	Better Homes & Gardens	162,909	0.2
4	Penthouse	162,542	9.9
5	Good Housekeeping	147,068	6.7
6	National Geographic	139,858	8.9
7	McCall's	120,456	-3.0
8	Ladies Home Journal	108,299	6.0
9	Cosmopolitan	107,050	7.4
10	Redbook	96,860	9.0
11	Glamour	63,725	4.9
12	Hustler	54,299	-5.8
13	Southern Living	53,095	5.8
14	Vogue	52,641	12.6
15	Life	47,025	27.3
16	Smithsonian	42,522	17.6
17	Sunset	39,280	4.4
18	House & Garden	38,488	8.5
19	Seventeen	36,939	5.3
20	Prevention	36,006	10.2
21	Popular Mechanics	35,935	11.8
22	Field & Stream	35,923	6.9
23	Popular Science	35,605	12.5
24	Ebony	33,120	14.9
25	Popular Photography	32,784	0.6
26	Scientific American	32,559	22.4
27	Mademoiselle	32,461	13.0
28	Consumer Reports	31,248	17.1
29	Money	30,239	17.3
30	Outdoor Life	28,288	5.3
31	Omni	28,251	35.6
32	House Beautiful	27,969	10.7
33	Nation's Business	26,851	7.3
34	Mechanix Illustrated	26,526	9.9
35	Bon Appetit	25,480	28.9
36	Parents	25,115	28.3
37	Oui	24,924	16.0
38	Psychology Today	24,779	3.7
39	Travel & Leisure	24,541	17.8
40	Golf Digest	23,773	-1.9
41	Car & Driver	22,928	25.7
42	Modern Photography	20,799	13.2
43	Road & Track	20,718	9.4
44	Harper's Bazaar	20,658	22.8
45	Playgirl	20,646	9.2
46	Hot Rod	20,249	12.5
47	Club	19,656	21.0
48	Self	19,399	50.9
49	Organic Gardening	19,242	26.6
50	Gallery	18,411	1.8

Top 50 consumer monthlies by advertising pages

Rank	Magazine Name	Ad Pages	% Change
1	Interior Design	2,741	19.5
2	Byte	2,580	40.1
3	Los Angeles	2,359	-7.9
4	Vogue	2,348	1.0
5	Cosmopolitan	2,344	-3.0
6	Yachting	2,073	-1.8
7	Glamour	1,941	-4.9
8	Good Housekeeping	1,923	0.7
9	Chicago	1,792	-2.7
10	San Diego	1,766	0.0
11	Philadelphia	1,700	-5.0
12	Popular Photography	1,691	-9.5
13	Texas Monthly	1,615	13.9
14	Sunset	1,608	-5.7
15	Modern Photography	1,535	3.1
16	Better Homes & Gardens	1,525	-9.3
17	Mademoiselle	1,511	2.0
18	Town & Country	1,502	25.3
19	Sail	1,496	-3.4
20	Motor Boating & Sail'g	1,437	-2.8
21	Washingtonian	1,425	-5.6
22	House & Garden	1,420	0.2
23	Playboy	1,411	-0.7
24	Southern Living	1,410	-9.6
25	D (Dallas City Mag.)	1,370	0.0
26	Redbook	1,354	-8.9
27	Popular Mechanics	1,343	-4.0
28	Seventeen	1,331	-3.8
29	Houston Home/Garden	1,315	-2.8
30	Boating	1,294	1.5
31	McCall's	1,227	-9.0
32	Ladies Home Journal	1,217	-8.9
33	Yankee	1,197	-7.2
34	Road & Track	1,192	11.0
35	Reader's Digest	1,165	-16.5
36	Scientific American	1,146	9.8
37	House Beautiful	1,139	-4.0
38	Model Railroader	1,138	1.6
39	Harper's Bazaar	1,121	19.3
40	Prevention	1,062	-17.6
41	Popular Science	1,059	-0.1
42	United Mainliner	1,059	-8.4
43	Dun's Review	1,021	0.8
44	Sports Afield	1,019	8.8
45	Field & Stream	985	-6.0
46	Travel & Leisure	978	4.8
47	Essence	977	11.4
48	Smithsonian	965	18.3
49	Ebony	962	-2.0
50	Cycle	957	11.2

Figures are FOLIO estimates

10/11

Top 50 consumer monthlies by advertising revenue

Rank	Magazine Name	($000)	% Change
1	Reader's Digest	94,056	-8.4
2	Better Homes & Gardens	94,004	0.2
3	Good Housekeeping	87,318	12.0
4	Playboy	70,248	10.5
5	McCall's	63,909	-4.7
6	Cosmopolitan	54,581	9.8
7	Ladies Home Journal	52,578	0.7
8	Redbook	50,298	1.6
9	Glamour	36,072	6.4
10	National Geographic	31,593	5.2
11	Vogue	30,813	14.4
12	Southern Living	30,617	0.2
13	Penthouse	27,764	6.6
14	Sunset	26,978	2.5
15	House & Garden	26,735	8.7
16	Popular Photography	25,168	3.2
17	Field & Stream	21,930	7.4
18	Seventeen	20,556	7.3
19	Popular Mechanics	19,720	6.0
20	Smithsonian	19,635	36.4
21	Life	19,166	45.5
22	Ebony	17,576	10.9
23	Popular Science	17,232	5.5
24	Mademoiselle	17,115	16.9
25	Scientific American	17,099	25.4
26	House Beautiful	16,922	4.3
27	Outdoor Life	15,073	-4.1
28	Golf Digest	15,041	-3.0
29	Travel & Leisure	15,033	15.5
30	Money	14,822	32.6
31	Mechanix Illustrated	14,720	4.8
32	Car & Driver	13,947	23.1
33	Psychology Today	13,847	5.1
34	Modern Photography	13,566	14.5
35	Parents	13,553	54.7
36	Stereo Review	12,872	-2.5
37	Successful Farming	12,294	-2.4
38	Bon Appetit	12,146	47.8
39	Road & Track	12,060	26.4
40	Prevention	11,872	-3.4
41	Harper's Bazaar	11,192	34.5
42	Progressive Farmer	10,882	-4.7
43	Golf	9,884	9.6
44	Nation's Business	9,580	5.5
45	Town & Country	9,481	37.3
46	Cycle	9,200	-4.9
47	Motor Trend	9,136	15.7
48	Metropolitan Home	9,111	11.1
49	Inc.	9,071	95.1
50	Texas Monthly	8,832	46.1

Top 50 consumer magazines by subscription revenue

Rank	Magazine Name	($000)	% Change
1	Reader's Digest	149,196	11.6
2	T.V. Guide	136,013	3.1
3	Time	112,907	3.3
4	National Geographic	108,214	10.3
5	Newsweek	66,188	-3.2
6	Sports Illustrated	65,756	18.0
7	Better Homes & Gardens	58,341	-2.9
8	McCall's	45,002	0.9
9	U.S. News & World Rep.	42,832	10.5
10	Ladies Home Journal	41,274	18.4
11	Playboy	37,533	23.6
12	Redbook	33,626	34.7
13	Good Housekeeping	31,033	-6.4
14	Consumer Reports	29,424	13.8
15	Prevention	23,541	15.5
16	Smithsonian	22,868	5.2
17	Business Week	21,448	6.2
18	Southern Living	20,336	15.5
19	Highlights for Children	18,281	21.4
20	Nation's Business	17,271	9.0
21	Fortune	15,673	1.3
22	Forbes	15,430	20.0
23	People	14,544	55.7
24	Life	13,644	24.8
25	Guideposts	13,592	4.9
26	Modern Maturity	13,498	0.2
27	Money	13,222	4.4
28	Popular Science	13,112	27.5
29	Organic Gardening	12,887	36.2
30	Changing Times	12,750	-2.6
31	Field & Stream	11,639	3.0
32	Nat'l Geo. World	11,496	0.0
33	Scientific American	11,467	20.5
34	Ebony	11,231	12.4
35	1001 Decorating Ideas	11,215	59.7
36	Mother Earth News	11,004	36.6
37	Parents	10,874	3.7
38	The New Yorker	10,592	14.3
39	Architectural Digest	10,527	21.9
40	Sunset	10,475	6.8
41	Outdoor Life	10,299	20.2
42	Popular Mechanics	10,147	16.2
43	Bon Appetit	10,114	9.2
44	Travel & Leisure	9,508	21.6
45	Geo	9,438	163.9
46	Mechanix Illustrated	8,481	15.0
47	National Wildlife	8,480	29.5
48	Consumer's Digest	8,395	-2.2
49	Psychology Today	8,339	1.0
50	Book Digest	8,294	29.6

Figures are FOLIO estimates

Top 100 consumer magazines by gross unit revenue

Rank	Magazine Name	Gross unit Revenue**	% Change
1	Business Week	186.99	7.9
2	Interior Design	144.51	35.2
3	The New Yorker	121.40	17.4
4	Fortune	107.81	9.5
5	Forbes	88.47	16.5
6	Newsweek	86.81	0.7
7	Sports Illustrated	85.13	8.2
8	People	82.45	11.2
9	Navy Times	81.76	22.7
10	Air Force Times	78.79	2.3
11	Time	78.64	-0.1
12	Army Times	72.63	1.0
13	San Diego	70.16	0.0
14	Wallace's Farmer	70.15	33.8
15	New York	65.67	5.2
16	Yachting	64.72	13.6
17	Houston Home/Garden	60.92	17.0
18	Barron's	60.46	9.6
19	Town & Country	60.27	13.4
20	Sail	59.78	13.2
21	Linn's Stamp News	59.60	16.3
22	Los Angeles	59.46	3.7
23	U.S. News & World Rep.	58.42	8.1
24	Byte	58.13	51.1
25	D (Dallas City Mag.)	58.02	0.0
26	Science	57.08	4.5
27	Architectural Digest	55.95	13.9
28	Washingtonian	51.51	38.2
29	W	51.49	21.1
30	Financial World	50.12	-15.4
31	Prairie Farmer	49.79	-5.5
32	Vogue	48.86	4.0
33	Bride's	47.89	14.9
34	Philadelphia	47.06	10.0
35	Chicago	46.65	6.8
36	Texas Monthly	46.65	26.9
37	Artnews	46.52	22.9
38	Modern Bride	46.18	9.4
39	Wisconsin Agricult.	46.16	11.7
40	Scientific American	45.92	20.9
41	Boating	45.69	29.3
42	New West	45.47	-0.9
43	Geo	42.66	46.5
44	Jet	41.24	27.1
45	The Farmer	41.08	-0.2
46	Sporting News	39.55	1.9
47	New York Times Mag..	39.18	19.3
48	Cosmopolitan	37.89	4.9
49	Popular Photography	37.74	-4.1
50	Ohio Farmer	37.66	7.3
51	Money	36.16	19.7
52	Eros	36.00	9.1
53	Club International	35.93	21.9
54	Club	35.86	20.0
55	Gentlemen's Quarterly	35.69	12.9
56	Hustler	35.47	1.1
57	House & Garden	35.36	0.7
58	Swank	35.28	15.3
59	Chic	35.24	0.2
60	Road & Track	34.76	8.1
61	Rolling Stone	34.59	2.2
62	Life	34.46	24.3
63	Home (Hudson Home)	34.43	0.0
64	High Society	33.71	9.7
65	Glamour	33.70	3.7
66	Genesis	33.66	2.2
67	T.V. Guide	33.31	13.3
68	Omni	33.21	12.0
69	Cheri	33.00	10.0
70	Modern Photography	32.80	8.9
71	High Times	32.57	23.6
72	Mademoiselle	32.16	5.7
73	Harvard Bus.Review	31.94	7.7
74	Harper's Bazaar	31.89	19.1
75	Car & Driver	31.72	25.9
76	Stereo Review	31.19	-2.0
77	House Beautiful	31.09	9.0
78	Oui	31.09	25.3
79	Cycle	30.72	1.3
80	Audio	30.53	-8.4
81	Gallery	30.35	13.5
82	Stag	30.00	-15.3
83	Southern Living	29.51	5.9
84	High Fidelity	29.28	2.3
85	Dun's Review	29.05	9.1
86	Inc.	28.55	145.6
87	Good Housekeeping	28.20	6.9
88	Players	27.94	5.2
89	Flying	27.87	5.4
90	Sunset	27.83	3.1
91	Adam	26.71	11.8
92	Playgirl	26.27	1.6
93	Ebony	25.90	13.8
94	Travel & Leisure	25.81	15.3
95	Black Enterprise	25.77	8.7
96	Gourmet	25.29	18.0
97	Skiing	25.27	-3.9
98	The Globe	25.22	0.6
99	National Enquirer	24.74	-3.8
100	Seventeen	24.56	-1.1

Figures are FOLIO estimates

Top 50 consumer magazines by advertising unit revenue

Rank	Magazine Name	Ad. Unit Rev.*	% Change
1	Business Week	157.93	10.8
2	The New Yorker	95.73	19.6
3	Fortune	82.11	13.2
4	Forbes	64.86	18.2
5	Newsweek	59.17	3.0
6	San Diego	55.92	0.0
7	Navy Times	53.55	30.9
8	Sports Illustrated	53.39	4.6
9	Air Force Times	50.49	5.6
10	Time	48.58	1.9
11	Yachting	44.67	8.8
12	D (Dallas City Mag.)	44.14	0.0
13	Houston Home/Garden	44.12	31.5
14	Town & Country	42.62	37.3
15	Army Times	42.50	-3.1
16	People	42.42	17.5
17	New York	41.69	8.2
18	Los Angeles	40.48	7.8
19	Linn's Stamp News	39.97	12.7
20	Sail	39.68	18.5
21	N.Y. Times Magazine	39.18	19.7
22	Byte	38.82	104.4
23	Science	38.08	7.3
24	Washingtonian	37.10	68.4
25	Bride's	36.07	28.8
26	U.S. News & World Rep.	35.32	6.6
27	Philadelphia	34.57	11.7
28	Texas Monthly	33.88	46.1
29	W	33.52	19.2
30	Modern Bride	32.75	13.6
31	New West	32.57	-13.8
32	Chicago	31.71	3.6
34	Financial World	31.34	15.1
35	Boating	30.32	11.5
36	Popular Photography	28.97	3.2
37	Vogue	28.60	14.4
38	Dun's Review	27.71	1.1
39	Artnews	27.32	4.8
40	Motor Boating & Sailing	26.31	15.4
41	Architectural Digest	26.15	30.0
42	House & Garden	24.56	8.7
43	Scientific American	24.12	25.4
44	Stereo Review	23.98	-2.5
45	L.A. Times Home Mag.	22.68	0.0
46	United Mainliner	22.49	-10.7
47	Audio	22.17	-0.9
48	Modern Photography	21.39	14.5
49	American Way	21.36	27.7
50	Inc.	21.07	95.1

Top 50 consumer magazines by circulation unit revenue

Rank	Magazine Name	Circ. Unit. Rev.**	% Change
1	Barron's	40.19	13.5
2	People	40.03	10.8
3	Geo	36.39	51.6
4	Eros	36.00	9.1
5	Velvet	36.00	1.7
6	Club International	35.93	21.9
7	Club	35.86	20.0
8	Hustler	35.47	1.0
9	Swank	35.28	15.3
10	Chic	35.24	0.2
11	Jet	33.74	35.7
12	High Society	33.71	9.7
13	Genesis	33.66	2.2
14	Cheri	33.00	10.0
15	Sporting News	31.89	8.4
16	Sports Illustrated	31.73	17.3
17	Penthouse	30.51	17.2
18	Interior Design	30.45	5.5
19	Gallery	30.35	13.5
20	Army Times	30.14	3.3
21	Time	30.06	1.1
22	Stag	30.00	-15.3
23	Architectural Digest	29.80	11.2
24	Business Week	29.06	6.8
25	High Times	28.90	23.7
26	Air Force Times	28.31	2.0
27	Navy Times	28.21	2.6
28	Oui	28.14	24.9
29	Players	27.94	5.2
30	Newsweek	27.64	-2.4
31	Adam	26.71	11.8
32	Fortune	25.70	1.9
33	The New Yorker	25.67	12.3
34	Harvard Business Review	24.03	14.5
35	Playboy	23.99	13.2
36	New York	23.98	23.3
37	Omni	23.84	-0.2
38	Forbes	23.60	18.9
39	U.S. News & World Report	23.09	12.0
40	Playgirl	22.17	-0.6
41	Scientific American	21.80	17.8
42	The Globe	20.61	0.3
43	The Star	20.58	0.3
44	Life	20.41	14.4
45	T.V. Guide	20.32	13.0
46	Home (Hudson Home)	20.31	0.0
47	Vogue	20.26	1.7
48	Sail	20.09	10.7
49	Heavy Metal	20.07	20.6
50	Yachting	20.04	14.3

Figures are FOLIO estimates

* Advertising revenue ÷ average circulation
** Circulation revenue ÷ average circulation

Top 100 consumer magazines by retailer/newsstand profit

Rank	Magazine Name	Retail. Unit Profit/Issue	Total Retail Profit/Issue	Copies Sold/ $1.00 Profit
1	Penthouse	0.50	2,086,227	2.00
2	Playboy	0.50	1,449,963	2.00
3	Women's Day	0.16	1,220,276	6.25
4	TV Guide	0.09	1,031,403	11.11
5	Family Circle	0.13	967,629	7.69
6	Hustler	0.62	925,784	1.61
7	Cosmopolitan	0.33	900,216	3.03
8	Good Housekeeping	0.25	448,708	4.00
9	National Enquirer	0.08	363,213	12.50
10	Glamour	0.30	345,641	3.33
11	Oui	0.50	338,001	2.00
12	People Weekly	0.17	336,040	5.88
13	Club	0.59	319,217	1.69
14	Gallery	0.52	303,558	1.92
15	Reader's Digest	0.25	299,220	4.00
16	The Star	0.08	265,169	12.50
17	Omni	0.40	264,876	2.50
18	Playgirl	0.42	262,574	2.38
19	New Woman	0.30	257,933	3.33
20	Vogue	0.40	252,313	2.50
21	Ladies' Home Journal	0.25	240,794	4.00
22	Cheri	0.53	222,851	1.89
23	Mademoiselle	0.30	208,015	3.33
24	Life	0.35	207,293	2.86
25	Redbook	0.25	205,089	4.00
26	Forum	0.32	193,074	3.13
27	McCall's	0.25	192,413	4.00
28	Genesis	0.55	190,392	1.82
29	Better Homes & Gardens	0.25	176,052	4.00
30	Easy Riders	0.38	166,127	2.63
31	Chic	0.25	153,086	1.69
32	The Globe	0.09	148,165	11.11
33	National Lampoon	0.30	143,218	3.33
34	Seventeen	0.20	140,062	5.00
35	Bride's	0.40	120,425	2.50
36	Self	0.30	118,823	3.33
37	Modern Bride	0.42	114,389	2.38
38	Us	0.15	108,807	6.67
39	Harper's Bazaar	0.30	107,288	3.33
40	Gentlemen's Quarterly	0.40	105,374	2.50
41	Hot Rod	0.30	103,403	3.33
42	House & Garden	0.25	102,849	4.00
43	Mother Earth News	0.63	102,804	1.59
44	Popular Mechanics	0.25	101,147	4.00
45	Soap Opera Digest	0.19	90,132	5.26
46	Popular Science	0.30	89,349	3.33
47	Colonial Homes	0.45	89,061	2.22
48	Architectural Digest	0.70	82,364	1.43
49	Road & Track	0.32	81,284	3.13
50	Time	0.27	78,700	3.70
51	House Beautiful	0.25	75,858	4.00
52	Teen	0.25	74,079	4.00
53	True Story	0.20	72,500	5.00
54	Ebony	0.30	71,875	3.33
55	Rolling Stone	0.25	69,953	4.00
56	Car Craft	0.30	68,881	3.33
57	Car & Driver	0.34	68,689	2.94
58	Scientific American	0.30	65,467	2.50
59	Jet	0.20	63,049	5.00
60	Motor Trend	0.30	60,467	3.33
61	Newsweek	0.25	59,879	4.00
62	Heavy Metal	0.40	59,453	2.50
63	Saturday Evening Post	0.30	57,992	3.33
64	Vogue Patterns	0.27	55,947	3.70
65	Mechanix Illustrated	0.25	55,414	4.00
66	Bon Appetit	0.30	51,931	3.33
67	16 Magazine	0.22	51,494	4.55
68	Tiger Beat	0.25	50,994	4.00
69	Daytime TV	0.20	49,652	5.00
70	Outdoor Life	0.25	48,593	4.00
71	Essence	0.25	48,059	4.00
72	Popular Photography	0.27	47,270	3.70
73	Runner's World	0.35	45,861	2.86
74	Sport	0.25	43,927	4.00
75	Psychology Today	0.25	43,211	4.00
76	Gourmet	0.25	42,039	4.00
77	Modern Photography	0.35	41,645	2.86
78	Sports Afield	0.30	40,857	3.33
79	Field & Stream	0.25	39,226	4.00
80	Esquire	0.35	38,965	2.86
81	Weight Watchers	0.20	38,731	5.00
82	Guns & Ammo	0.30	37,286	3.33
83	Money	0.35	36,568	2.86
84	Southern Living	0.35	35,711	2.86
85	Cycle	0.25	35,303	4.00
86	Cycle World	0.25	34,944	4.00
87	1001 Decorating Ideas	0.30	33,529	3.33
88	Dirt Bike	0.25	30,520	4.00
89	Sunset	0.25	30,486	4.00
90	4 Wheel & Off Road	0.30	30,293	3.33
91	Town & Country	0.45	30,072	2.22
92	Shooting Times	0.30	28,197	3.33
93	Model Railroader	0.30	26,593	3.33
94	Metropolitan Home	0.30	25,842	4.00
95	Sports Illustrated	0.27	25,529	3.70
96	Los Angeles	0.39	25,236	2.56
97	Sail	0.40	25,003	2.50
98	The Sporting News	0.27	23,073	3.70
99	Petersen's Hunting	0.28	22,378	3.57
100	Petersen's Photographic	0.30	22,126	3.33

Figures are FOLIO estimates

Fastest growing consumer magazines

The following 11 sections of The Folio 400 rank consumer magazines by their growth in major revenue areas during 1980. Growth is shown as the percentage of change in 1980 performance over 1979 performance. Each growth section ranks growth in one performance measure (advertising revenue, average circulation, etc.) and each consists of six tables. The first table in each section ranks the 10 fastest growing consumer magazines overall, regardless of the magazines' size.

The remaining five tables in each section are rankings of growth within logically-assigned 'divisions'. These divisions were devised so that growth percentages could be viewed in proper perspective. Clearly, a given revenue increase for a small magazine would represent a larger growth percentage for that magazine than the same revenue increase would for a larger magazine. The assignment of growth divisions serves to minimize such distortions in comparative growth.

A magazine can be in more than one division, depending on the growth table. For example, *U.S. News* is a division 1 magazine by total circulation, but because of its tiny newsstand sales, is a division 5 newsstand magazine.

The two tables below show consumer magazine growth from two perspectives. On the left is a table showing all magazines that appeared in five or more different growth sections. (Interestingly the circulation-giant *People* was the fastest growing magazine inmore ways than any other magazine, falling short of first place in only one area, growth by ad pages).

The table at the right demonstrates magazine growth by corporation. It shows the total number of appearances in the top 10 growth tables by all of a given company's consumer magazines. Hearst, barely edged-out Time Inc. (Note that Hearst had five more magazines in The Folio 400 than did Time Inc.)

For additional information about growth, consult the market analyses. Each table in every market conatins growth information, and the last table in each analysis summarizes and ranks growth for that market. Performance tables in the preceding sections of this study also show growth percentages. Growth rankings for trade magazines appear in sections 67 -72.

Number of appearances in 'Fastest Growing Magazines' sections (Most appearances possible is 11)

Rank	Magazine Name	Appearances
1	People	10
2	The Family Handyman	9
3	Geo	8
4	High Times	8
5	Mother Earth News	8
6	Parents	8
7	Bon Appetit	7
8	Life	7
9	Playboy	7
10	Soap Opera Digest	7
11	Working Woman	7
12	Byte	6
13	Colonial Homes	6
14	Games	6
15	Good Housekeeping	6
16	Money	6
17	Omni	6
18	Organic Gardening	6
19	Oui	6
20	Self	6
21	Sesame Street	6
22	TV Guide	6
23	American Photographer	5
24	Bassmaster	5
25	Club International	5
26	Consumer Reports	5
27	Cosmopolitan	5
28	Country Music	5
29	Ebony	5
30	Harpers Bazaar	5
31	Houston Home/Garden	5
32	Inc	5
33	Interior Design	5
34	New York Times Magazine	5
35	1,001 Decorating Ideas	5
36	Penthouse	5
37	Playgirl	5
38	Smithsonian	5
39	Sporting News	5
40	Sports Afield	5
41	Teen	5
42	Texas Monthly	5
43	Us	5
44	Washingtonian	5

Number of appearances of company-owned consumer magazines in the eleven 'Fastest Growing Consumer Magazines' sections

Rank	Company Name	Magazines In Folio 400	Appearances in Growth Tables
1	Hearst Publications	12	36
2	Time Inc.	7	32
3	CBS Publications	10	22
4	Conde Nast Publications	7	22
5	Ziff Davis Publications	15	14
6	Petersen Publishing Co.	10	13
7	Charter Communications	3	11
8	Penthouse International, Ltd.	3	11
9	The Webb Company	4	11
10	Rodale Press	3	10
11	Times Mirror Magazines	4	10
12	McGraw-Hill Publications	17	9
13	New York Times Magazine Group	4	6
14	Meredith Corporation	4	5
15	Army Times Publishing Co.	3	3
16	Crain Communications	1	3
17	Fairchild Publications	8	3

Fastest growing consumer magazines by total revenue

Overall
(All divisions)

		($000)	% Change
1	Geo	11,563	166.5
2	Inc.	12,290	164.3
3	Working Woman	7,579	61.0
4	Byte	9,134	60.7
5	Club International	8,857	60.7
6	Bassmaster	5,774	60.3
7	Washingtonian	5,539	51.6
8	Self	19,399	50.9
9	Colonial Homes	8,036	48.3
10	The Family Handyman	12,636	41.6

Division One
(Over $30 million total revenue)

		($000)	% Change
1	Life	47,025	27.3
2	Scientific American	32,559	22.4
3	New York Times Magazine	56,039	19.7
4	Forbes	61,228	19.1
5	The New Yorker	60,989	18.1
6	Smithsonian	42,522	17.6
7	Money	30,239	17.3
8	Consumer Reports	31,248	17.1
9	People	198,502	17.0
10	Ebony	33,120	14.9

Division Two
($15 — $30 million total revenue)

		($000)	% Change
1	Self	19,399	50.9
2	Mother Earth News	17,291	38.1
3	Sporting News	17,011	38.1
4	Omni	28,251	35.6
5	Teen	17,550	34.5
6	Bon Appetit	25,480	28.9
7	Parents	25,115	28.3
8	Jet	29,351	27.1
9	Modern Maturity	17,089	26.8
10	Organic Gardening	19,242	26.6

Division Three
($10 — $15 million total revenue)

		($000)	% Change
1	Geo	11,563	297.1
2	Inc.	12,290	164.3
3	The Family Handyman	12,636	41.6
4	1001 Home Ideas	14,779	37.6
5	Texas Monthly	12,162	34.9
6	High Times	11,536	32.5
7	Town & Country	13,406	29.3
8	Soap Opera Digest	12,101	27.6
9	Sports Afield	13,116	24.2
10	Yankee	14,398	23.0

Division Four
($5 — $10 million total revenue)

		($000)	% Change
1	Working Woman	7,579	61.0
2	Byte	9,134	60.7
3	Club International	8,857	60.7
4	Bassmaster	5,774	60.3
5	Washingtonian	5,539	51.6
6	Colonial Homes	8,036	48.3
7	McCall's Needlework & Crafts	7,988	38.9
8	The Atlantic	8,484	36.7
9	Interior Design	6,968	36.0
10	Sesame Street	7,284	29.7

Division Five
(Less than $5 million total revenue)

		($000)	% Change
1	Country Music	4,531	36.7
2	Blair & Ketchum's Country Journal	4,847	30.6
3	Games	4,779	26.4
4	Houston Home/Garden	4,828	25.9
5	Early American Life	4,891	24.2
6	Crossroads	4,620	22.4
7	The Rotarian	3,457	21.1
8	American Photographer	4,175	16.8
9	Model Railroader	4,356	16.5
10	Capper's Weekly	3,894	16.1

Figures are FOLIO estimates

Fastest growing consumer magazines by advertising revenue

Overall
(All divisions)

		Adv. Rev.	% Change
1	Self	7,908	243.8
2	Working Woman	3,209	142.7
3	Geo	1,700	122.8
4	Bassmaster	3,400	121.6
5	Byte	6,100	104.4
6	Omni	7,970	97.4
7	Inc.	9,071	95.1
8	Washingtonian	3,990	68.4
9	Colonial Homes	2,300	62.8
10	Parents	13,553	54.7

Division One
(Over $25 million advertising revenue)

		Adv. Rev.	% Change
1	New York Times Mag.	56,039	19.7
2	The New Yorker	48,095	19.6
3	Forbes	44,892	18.2
4	People	102,138	17.5
5	Fortune	55,559	13.2
6	Good Housekeeping	87,318	12.0
7	Business Week	129,554	10.8
8	Playboy	70,248	10.5
9	Cosmopolitan	54,581	9.8
10	House & Garden	26,735	8.7

Division Two
($10 – $25 million advertising revenue)

		Adv. Rev.	% Change
1	Parents	13,553	54.7
2	Bon Appetit	12,146	47.8
3	Life	19,166	45.5
4	Smithsonian	19,635	36.4
5	Harper's Bazaar	11,192	34.5
6	Money	14,822	32.6
7	Architectural Digest	12,854	30.0
8	Bride's	11,935	28.8
9	Road & Track	12,060	26.4
10	Scientific American	17,099	25.4

Division Three
($5 – $10 million advertising revenue)

		Adv. Rev.	% Change
1	Self	7,908	243.8
2	Byte	6,100	104.4
3	Omni	7,970	97.4
4	Inc.	9,071	95.1
5	Interior Design	5,500	47.0
6	Texas Monthly	8,832	46.1
7	Town & Country	9,481	37.3
8	Sports Afield	6,960	29.1
9	American Way	5,341	27.7
10	Gentlemen's Quarterly	7,290	24.6

Division Four
($3 – $5 million advertising revenue)

		Adv. Rev.	% Change
1	Bassmaster	3,400	121.6
2	Cuisine	4,464	48.3
3	The Family Handyman	4,515	43.2
4	Mother Earth News	3,350	33.6
5	Houston Home/Garden	3,496	31.5
6	Navy Times	4,437	30.9
7	National Lampoon	3,439	25.1
8	Playgirl	3,225	24.0
9	Motor Boating & Sailing	3,552	15.4
10	American Legion	3,102	14.5

Division Five
(Less than $3 million advertising revenue)

		Adv. Rev.	% Change
1	Geo	1,700	122.8
2	Colonial Homes	2,300	62.8
3	Games	811	52.7
4	Country Journal	2,046	38.7
5	Decorating & Craft Ideas	2,417	33.5
6	High Times	1,300	32.0
7	Christianity Today	1,500	30.4
8	Nuestro	1,019	27.4
9	American Photographer	1,170	21.9
10	Quest	1,652	19.7

Figures are FOLIO estimates

Fastest growing consumer magazines by advertising pages

Overall

(All divisions)

		Ad Pages	% Change
1	Inc.	784	71.9
2	Working Woman	559	54.8
3	VFW Magazine	330	50.0
4	Byte	2,580	40.1
5	Self	705	35.3
6	Omni	615	32.8
7	American Photographer	416	30.0
8	Town & Country	1,502	25.3
9	Playgirl	511	24.9
10	Barrons	2,308	24.5

Division One

(Over $25 million advertising revenue)

		Ad Pages	% Change
1	Forbes	2,670	1.1
2	New York Times Magazine	4,398	1.1
3	The New Yorker	4,223	1.1
4	Vogue	2,348	1.0
5	Good Housekeeping	1,923	0.7
6	T.V. Guide	3,747	0.4
7	Fortune	2,305	0.2
8	House & Garden	1,420	0.2
9	Woman's Day	1,592	-0.3
10	Playboy	1,411	-0.7

Division Two

($10 – $25 million advertising revenue)

		Ad Pages	% Change
1	Parents	761	20.2
2	Harper's Bazaar	1,121	19.3
3	Architectural Digest	1,375	18.6
4	Smithsonian	965	18.3
5	Bride's	1,531	18.0
6	Money	924	13.0
7	Bon Appetit	916	12.1
8	Road & Track	1,192	11.0
9	Scientific American	1,146	9.8
10	Car & Driver	935	5.3

Division Three

($5 – $10 million advertising revenue)

		Ad Pages	% Change
1	Inc.	784	71.9
2	Byte	2,580	40.1
3	Self	705	35.3
4	Omni	615	32.8
5	Town & Country	1,502	25.3
6	Barron's	2,308	24.5
7	Interior Design	2,741	19.5
8	Ski	664	14.1
9	Texas Monthly	1,615	13.9
10	Popular Electronics	746	11.7

Division Four

($3 – $5 million advertising revenue)

		Ad Pages	% Change
1	Working Woman	559	54.8
2	Playgirl	511	24.9
3	Mother Earth News	373	22.7
4	World Tennis	574	16.4
5	Black Enterprise	566	4.8
6	Travel/Holiday	538	1.7
7	National Lampoon	547	1.5
8	The Family Handyman	604	1.3
9	Guns and Ammo	590	0.7
10	American Legion	325	0.6

Division Five

(Less than $3 million advertising revenue)

		Ad Pages	% Change
1	American Photographer	416	30.0
2	Soap Opera Digest	184	22.7
3	Colonial Homes	324	21.8
4	Oui	264	16.8
5	High Times	428	14.1
6	Autoweek	1,241	14.0
7	Geo	216	13.3
8	Skin Diver	616	12.7
9	Christianity Today	736	11.7
10	Flower & Garden	353	11.7

Figures are FOLIO estimates

Fastest growing consumer magazines by average circulation

Overall
(All divisions)

		Average Circ	% Change
1	Geo	271,020	81.9
2	The Atlantic	491,484	45.0
3	Mother Earth News	991,415	40.7
4	Our Sunday Visitor	328,182	37.6
5	Sporting News	430,150	35.4
6	Working Woman	404,218	33.4
7	Club International	246,509	31.8
8	Colonial Homes	541,269	30.2
9	McCall's Needlework & Crafts	847,173	28.2
10	1001 Home Ideas	1,105,546	26.6

Division One
(Over 2 million average circulation)

		Average Circ	% Change
1	Consumer Reports	2,604,000	12.2
2	Prevention	2,429,439	7.3
3	The Star	3,444,669	6.8
4	People	2,407,501	5.2
5	Family Weekly	12,366,269	3.5
6	Guideposts	3,398,000	3.5
7	Time	4,407,928	2.7
8	Cosmopolitan	2,824,916	2.5
9	National Geographic	10,560,885	2.2
10	Woman's Day	7,661,274	1.7

Division Two
(1 million – 2 million average circulation)

		Average Circ	% Change
1	1001 Home Ideas	1,105,546	26.6
2	Us	1,054,796	24.9
3	Sesame Street	1,018,774	22.0
4	Playbill	1,240,000	21.6
5	New Woman	1,252,732	10.6
6	The Family Handyman	1,028,582	9.8
7	Organic Gardening	1,335,699	9.6
8	Changing Times	1,445,277	8.8
9	Vogue	1,077,316	8.3
10	The Globe	1,687,732	7.8

Division Three
(500,000 – 1 million average circulation)

		Average Circ	% Change
1	Mother Earth News	991,415	40.7
2	Colonial Homes	541,269	30.2
3	McCall's Needlework & Crafts	847,173	28.2
4	Omni	850,783	21.0
5	Games	645,962	20.3
6	Soap Opera Digest	702,421	16.8
7	Sports Afield	591,004	11.2
8	Playgirl	785,848	7.6
9	Metropolitan Home	824,606	7.2
10	Catholic Digest	577,141	6.4

Division Four
(250,000 – 500,000 average circulation)

		Average Circ	% Change
1	Geo	271,020	81.9
2	The Atlantic	491,484	45.0
3	Our Sunday Visitor	328,182	37.6
4	Sporting News	430,150	35.4
5	Working Woman	404,218	33.4
6	Country Music	400,475	25.7
7	Harper's	352,584	17.3
8	Bassmaster	339,161	14.9
9	Quest	343,253	13.2
10	New York	439,033	11.5

Division Five
(Less than 250,000 average circulation)

		Average Circ	% Change
1	Club International	246,509	31.8
2	Motorcyclist	207,765	22.3
3	Financial World	76,990	20.4
4	American Photographer	202,415	17.7
5	Blair & Ketchum's Country Journal	224,630	14.5
6	Town & Country	222,455	14.1
7	Autoweek	91,649	13.5
8	Dirt Bike	179,328	10.2
9	Washingtonian	107,535	9.7
10	Houston Home/Garden	79,247	7.6

Figures are FOLIO estimates

Fastest growing consumer magazines by subscription revenue

Overall
(All divisions)

		($000)	% Change
1	Geo	9,438	163.9
2	Boating	2,030	106.9
3	Colonial Homes	3,064	74.8
4	Teen	7,046	71.2
5	Us	5,609	63.5
6	The Atlantic	5,575	60.5
7	1001 Decorating Ideas	11,215	59.7
8	People	14,544	55.7
9	Car Craft	1,596	50.7
10	Dirt Bike	564	48.3

Division One
(Over 2 million sub. copies per issue)

		($000)	% Change
1	Redbook	33,626	34.7
2	Playboy	37,533	23.6
3	Ladies Home Journal	41,274	18.4
4	Sports Illustrated	65,756	18.0
5	Prevention	23,541	15.5
6	Consumer Reports	29,424	13.8
7	Reader's Digest	149,196	11.6
8	National Geographic	108,214	10.3
9	Guideposts	13,592	4.9
10	Time	112,907	3.3

Division Two
(1 million – 2 million sub. copies per issue)

		($000)	% Change
1	Organic Gardening	12,887	36.2
2	Popular Science	13,112	27.5
3	Highlights for Children	18,281	21.4
4	Outdoor Life	10,299	20.2
5	Today's Education	2,201	17.6
6	Sport	7,023	16.6
7	Popular Mechanics	10,147	16.2
8	Southern Living	20,336	15.5
9	Mechanix Illustrated	8,481	15.0
10	Ebony	11,231	12.4

Division Three
(500,000 – 1 million sub. copies per issue)

		($000)	% Change
1	Teen	7,046	71.1
2	1001 Home Ideas	11,215	59.7
3	The Family Handyman	7,640	43.6
4	House Beautiful	6,243	42.3
5	Hot Rod	5,856	41.8
6	Golf	5,055	39.9
7	Sesame Street	4,448	38.2
8	Mother Earth News	11,004	36.6
9	Seventeen	7,979	31.4
10	Book Digest	8,294	29.6

Division Four
(250,000 – 500,000 sub. copies per issue)

		($000)	% Change
1	Geo	9,438	163.9
2	Colonial Homes	3,064	74.8
3	Us	5,609	63.5
4	The Atlantic	5,575	60.5
5	People	14,544	55.7
6	Country Music	3,261	45.6
7	Runner's World	3,609	41.2
8	Harper's	4,242	40.5
9	Working Woman	3,753	39.6
10	RN	4,788	39.4

Division Five
(Less than 250,000 sub. copies per issue)

		($000)	% Change
1	Boating	2,030	106.9
2	Car Craft	1,596	50.7
3	Dirt Bike	564	48.3
4	Penthouse	5,599	39.9
5	Soap Opera Digest	2,745	39.5
6	National Lampoon	1,329	38.8
7	Black Enterprise	1,212	37.6
8	Pickup Van & 4WD	1,507	33.6
9	Oui	1,939	31.6
10	Model Railroader	1,590	30.6

Figures are FOLIO estimates

Fastest growing consumer magazines by subscription copies

	Overall *(All divisions)*	Sub Copies	% Change
1	Soap Opera Digest	228,039	180.5
2	Geo	262,163	75.9
3	Us	329,412	69.1
4	Gallery	22,938	63.8
5	The Atlantic	461,793	50.6
6	Working Women	369,942	50.5
7	Dirt Bike	57,246	44.9
8	Sporting News	344,695	39.9
9	1001 Home Ideas	993,780	38.9
10	Mother Earth News	828,234	38.9

	Division One *(Over 2 million subscription copies)*	Sub Copies	% Change
1	Consumer Reports	2,452,000	12.2
2	Playboy	2,378,892	6.8
3	Prevention	2,389,971	5.5
4	Guideposts	3,398,000	3.5
5	Time	4,116,443	2.5
6	National Geographic	10,557,463	2.2
7	Redbook	3,473,585	1.7
8	Reader's Digest	16,849,086	1.3
9	Sports Illustrated	2,210,017	1.0
10	American Legion	2,595,416	0.3

	Division Two *(1 million – 2 million subscription copies)*	Sub Copies	% Change
1	Organic Gardening	1,325,255	10.0
2	Changing Times	1,399,619	8.1
3	Highlights for Children	1,222,793	7.6
4	Popular Science	1,625,740	7.2
5	Smithsonian	1,896,214	4.6
6	Popular Mechanics	1,281,928	3.6
7	Ebony	1,039,323	2.1
8	Parents	1,456,741	2.1
9	Sunset	1,289,671	2.1
10	Nation's Business	1,266,864	1.7

	Division Three *(500,000 – 1 million subscription copies)*	Sub Copies	% Change
1	Mother Earth News	828,234	38.9
2	1001 Home Ideas	993,780	38.9
3	Seventeen	803,909	35.8
4	Life	772,549	24.7
5	Sesame Street	639,931	24.3
6	Games	567,538	12.3
7	The Family Handyman	996,512	11.1
8	House & Garden	677,028	10.7
9	House Beautiful	596,186	10.7
10	Hot Rod	565,950	9.3

	Division Four *(250,000 – 500,000 subscription copies)*	Sub Copies	% Change
1	Geo	262,163	75.9
2	Us	329,412	69.1
3	Colonial Homes	343,355	50.6
4	The Atlantic	461,793	50.5
5	Working Woman	369,942	39.9
6	Sporting News	344,695	32.2
7	Country Music	382,775	21.3
8	Harper's	321,043	19.7
9	New Woman	392,954	17.0
10	People	430,793	16.1

	Division Five *(Less than 250,000 subscription copies)*	Sub Copies	% Change
1	Soap Opera Digest	228,039	180.5
2	Gallery	22,938	63.8
3	Dirt Bike	57,246	44.9
4	Motorcyclist	130,848	33.3
5	Black Enterprise	196,387	32.8
6	Playgirl	160,672	28.6
7	Car Craft	194,244	26.7
8	American Photographer	159,171	20.6
9	Town & Country	155,627	18.6
10	Autoweek	87,931	17.9

Figures are FOLIO estimates

Fastest growing consumer magazines by newsstand revenue

	Overall *(All divisions)*	($000)	% Change
1	Games	588	150.3
2	Parents	688	109.8
3	Cuisine	931	108.2
4	Club International	8,817	67.9
5	Sporting News	6,132	65.9
6	Car & Driver	4,727	60.0
7.	Forbes	906	57.9
8	Jet	16,393	56.7
9	New York	2,366	53.4
10	Business Week	2,388	52.6

	Division One *(Over 1 million newsstand copies)*	($000)	% Change
1	Reader's Digest	17,953	15.8
2	People	81,820	11.6
3	T.V. Guide	238,369	11.1
4	Penthouse	129,179	9.6
5	Playboy	91,498	9.0
6	The Globe	34,243	8.7
7	Woman's Day	67,497	8.6
8	Good Housekeeping	28,717	7.3
9	The Star	68,944	6.6
10	Cosmopolitan	50,467	5.6

	Division Two *(500,000 – 1 million newsstand copies)*	($000)	% Change
1	McCall's Ndlwk & Crafts	5,930	49.6
2	Bon Appetit	3,220	40.9
3	Better Homes & Gardens	10,563	21.1
4	Club	19,478	21.1
5	Vogue	15,442	15.5
6	Oui	20,618	14.3
7	Us	14,145	11.7
8	Life	14,214	10.8
9	Mademoiselle	12,481	9.2
10	New Woman	7,738	7.9

	Division Three *(250,000 – 500,000 newsstand copies)*	($000)	% Change
1	Jet	16,393	56.7
2	Soap Opera Digest	9,013	35.5
3	High Times	9,651	34.1
4	Popular Mechanics	6,069	25.7
5	Modern Bride	3,813	24.4
6	Teen	4,445	20.3
7	Cheri	13,876	20.1
8	Sesame Street	2,841	18.4
9	Harper's Bazaar	6,523	16.0
10	Bride's	3,757	15.1

	Division Four *(100,000 – 250,000 newsstand copies)*	($000)	% Change
1	Club International	8,817	67.9
2	Car & Driver	4,727	60.0
3	Mother Earth News	2,937	50.2
4	Skiing	1,119	49.6
5	Metropolitan Home	1,551	49.4
6	Ebony	4,313	44.5
7	Runner's World	2,689	40.4
8	Cycle World	2,097	36.3
9	Gourmet	2,522	34.5
10	Cycle	2,118	28.8

	Division Five *(Less than 100,000 newsstand copies)*	($000)	% Change
1	Games	588	150.3
2	Parents	688	109.8
3	Cuisine	931	108.2
4	Sporting News	6,132	65.9
5	Forbes	906	57.9
6	New York	2,366	53.4
7	Business Week	2,388	52.6
8	Arizona Highways	1,015	50.5
9	Byte	687	39.1
10	Chicago	925	39.1

Figures are FOLIO estimates

Fastest growing consumer magazines by avg. newsstand copies sold per issue

Overall
(All divisions)

		Newsstand Copies/Issue	% Change
1	Games	78,424	149.9
2	Parents	45,867	109.9
3	Cuisine	74,449	66.4
4	Arizona Highways	56,432	50.5
5	Mother Earth News	163,182	50.3
6	Sporting News	85,456	50.3
7	Metropolitan Home	103,371	49.4
8	Club International	244,909	39.9
9	Esquire	111,330	38.0
10	Changing Times	45,658	37.3

Division One
(Over 1 million newsstand copies)

		Newsstand Copies/Issue	% Change
1	The Globe	1,646,284	8.7
2	The Star	3,314,616	6.6
3	Glamour	1,152,138	5.1
4	People	1,976,708	3.1
5	Cosmopolitan	2,727,930	2.8
6	Woman's Day	7,626,726	1.7
7	Good Housekeeping	1,794,835	0.6
8	National Enquirer	4,540,173	0.3
9	T.V. Guide	11,460,043	-2.9
10	Family Circle	7,443,306	-3.1

Division Two
(500,000 – 1 million newsstand copies)

		Newsstand Copies/Issue	% Change
1	McCall's Ndlwk & Crafts	847,173	28.2
2	Vogue	630,784	16.1
3	Us	725,384	11.7
4	Mademoiselle	693,386	9.2
5	New Woman	859,778	7.9
6	Playgirl	625,177	3.2
7	Club	541,046	0.9
8	Better Homes & Gardens	704,211	-3.1
9	Omni	662,190	-3.9
10	Ladies Home Journal	963,178	-4.3

Division Three
(250,000 – 500,000 newsstand copies)

		Newsstand Copies/Issue	% Change
1	Sesame Street	378,864	18.4
2	Soap Opera Digest	474,382	12.9
3	Bride's	301,064	10.7
4	Self	396,078	10.4
5	Cheri	420,475	9.2
6	High Times	321,697	7.3
7	Easyriders	437,177	6.9
8	Modern Bride	272,357	6.6
9	Hot Rod	344,679	6.5
10	Popular Science	297,831	4.7

Division Four
(100,000 – 250,000 newsstand copies)

		Newsstand Copies/Issue	% Change
1	Mother Earth News	163,182	50.3
2	Metropolitan Home	103,371	49.4
3	Club International	244,909	39.9
4	Esquire	111,330	38.0
5	Architectural Digest	117,663	17.7
6	Money	104,482	13.7
7	Bon Appetit	173,104	13.6
8	Consumer Reports	152,000	12.6
9	Sports Afield	136,193	10.7
10	Cycle World	139,778	9.0

Division Five
(Less than 100,000 newsstand copies)

		Newsstand Copies/Issue	% Change
1	Games	78,424	149.9
2	Parents	45,867	109.9
3	Cuisine	74,449	66.4
4	Arizona Highways	56,432	50.5
5	Sporting News	85,456	50.3
6	Changing Times	45,658	37.3
7	Quest	25,115	35.5
8	New York	37,863	25.1
9	Business Week	30,601	24.7
10	Chicago	38,550	21.7

Figures are FOLIO estimates

Fastest growing consumer magazines by gross unit revenue

Overall
(All divisions)

		Gross Unit Rv	% Change
1	Inc.	28.55	145.6
2	Byte	58.13	51.1
3	Geo	42.66	46.5
4	Self	22.82	44.7
5	Bassmaster	17.02	39.6
6	Washingtonian	51.51	38.2
7	Interior Design	144.51	35.2
8	National Wildlife	10.00	33.6
9	Teen	16.60	32.4
10	Boating	45.69	29.3

Division One
(Over 2 million circulation)

		Gross Unit Rv	% Change
1	Penthouse	36.80	16.4
2	T.V. Guide	33.31	13.3
3	Playboy	37.05	12.3
4	People	82.45	11.2
5	Redbook	22.56	11.1
6	Sports Illustrated	85.13	8.2
7	Field & Stream	17.78	8.1
8	U.S. News & World Rep.	58.42	8.1
9	Ladies Home Journal	19.68	7.3
10	Good Housekeeping	28.20	6.9

Division Two
(1 million – 2 million circulation)

		Gross Unit Rv	% Change
1	Teen	16.60	32.4
2	The Family Handyman	12.29	28.9
3	Bon Appetit	21.73	24.3
4	Life	34.46	24.3
5	Parents	16.71	23.7
6	New York Times Mag..	39.18	19.3
7	American Baby	7.01	18.7
8	Organic Gardening	14.41	15.6
9	Mechanix Illustrated	16.10	14.4
10	Sport	14.13	13.9

Division Three
(500,000 – 1 million circulation)

		Gross Unit Rv	% Change
1	Self	22.82	44.7
2	National Wildlife	10.00	33.6
3	Jet	41.24	27.1
4	Car & Driver	31.72	25.9
5	Oui	31.09	25.3
6	Scientific American	45.92	20.9
7	Arizona Highways	12.62	20.0
8	Club	35.86	20.0
9	Money	36.16	19.7
10	Harper's Bazaar	31.89	19.1

Division Four
(250,000 – 500,000 circulation)

		Gross Unit Rv	% Change
1	Inc.	28.55	145.6
2	Geo	42.66	46.5
3	Bassmaster	17.02	39.6
4	American Way	21.36	27.7
5	Texas Monthly	46.65	26.9
6	TWA Ambassador	15.04	26.9
7	High Times	32.57	23.6
8	Moody Monthly	16.67	22.7
9	Ski	19.32	22.7
10	Club International	35.93	21.9

Division Five
(Less than 250,000 circulation)

		Gross Unit Rv	% Change
1	Byte	58.13	51.1
2	Washingtonian	51.51	38.2
3	Interior Design	144.51	35.2
4	Boating	45.69	29.3
5	Artnews	46.52	22.9
6	Navy Times	81.76	22.7
7	W	51.49	21.1
8	Heavy Metal	21.17	20.2
9	Houston Home/Garden	60.92	17.0
10	Linn's Stamp News	59.60	16.3

Figures are FOLIO estimates

Fastest growing consumer magazines by advertising unit revenue

Overall
(All divisions)

		Advt. Unit Rv	% Change
1	Self	9.30	229.9
2	Bassmaster	10.02	92.9
3	Byte	38.82	92.1
4	Working Woman	7.94	82.0
5	Inc.	21.07	81.2
6	Omni	9.37	63.1
7	Washingtonian	37.10	53.6
8	Cuisine	5.72	49.4
9	Parents	9.02	49.2
10	Artnews	27.32	48.1

Division One
(Over 2 million circulation)

		Advt. Unit Rv	% Change
1	T.V. Guide	13.00	13.8
2	Penthouse	6.29	13.0
3	Good Housekeeping	16.74	12.2
4	People	42.42	11.7
5	The Star	3.88	11.7
6	Playboy	13.06	10.8
7	Field & Stream	10.85	8.6
8	Cosmopolitan	19.32	7.1
9	U.S. News & World Rep.	35.32	5.8
10	Woman's Day	12.45	5.7

Division Two
(1 million — 2 million circulation)

		Advt. Unit Rv	% Change
1	Parents	9.02	49.2
2	Bon Appetit	10.36	42.5
3	Life	14.04	42.0
4	The Family Handyman	4.39	30.4
5	Smithsonian	10.35	30.4
6	Workbasket	0.98	24.7
7	New York Times Mag..	39.18	19.3
8	American Baby	7.01	18.7
9	Sports Afield	11.78	16.1
10	Teen	5.73	14.0

Division Three
(500,000 — 1 million circulation)

		Advt. Unit Rv	% Change
1	Self	9.30	229.9
2	Omni	9.37	63.1
3	Cuisine	5.72	49.4
4	Saturday Evening Post	3.13	40.1
5	Weight Watcher's	2.23	37.6
6	Money	17.73	35.2
7	National Lampoon	5.72	31.3
8	Harper's Bazaar	17.28	30.4
9	Oui	2.95	29.2
10	Decortg. & Craft Ideas	2.86	27.8

Division Four
(250,000 — 500,000 circulation)

		Advt. Unit Rv	% Change
1	Bassmaster	10.02	92.9
2	Working Woman	7.94	82.0
3	Inc.	21.07	81.2
4	Texas Monthly	33.88	37.5
5	Gentlemen's Quarterly	17.33	30.4
6	World Tennis	11.35	30.4
7	American Way	21.36	27.7
8	TWA Ambassador	15.04	26.9
9	Ski	12.53	23.9
10	High Times	3.67	23.1

Division Five
(Less than 250,000 circulation)

		Advt. Unit Rv	% Change
1	Byte	38.82	92.1
2	Washingtonian	37.10	53.6
3	Artnews	27.32	48.1
4	Interior Design	114.06	46.1
5	Navy Times	53.55	36.7
6	Christianity Today	8.36	30.6
7	Nuestro	5.22	28.1
8	Alaska	4.85	25.7
9	Houston Home/Garden	44.12	22.2
10	W	33.52	22.1

Figures are FOLIO estimates

Fastest growing consumer magazines by circulation unit revenue

Overall *(All divisions)*		Circ Unit Rev	% Change
1	Boating	15.37	75.8
2	Geo	36.39	51.6
3	Runner's World	15.28	48.6
4	Book Digest	9.25	40.8
5	Moody Monthly	12.52	37.9
6	Jet	33.74	35.7
7	Gourmet	14.01	35.2
8	National Wildlife	10.00	33.6
9	Car & Driver	12.42	30.1
10	Skiing	7.80	30.0

Division One *(Over 2 million circulation)*		Circ Unit Rev	% Change
1	Redbook	10.84	20.5
2	Sports Illustrated	31.73	17.3
3	Penthouse	30.51	17.2
4	Playboy	23.99	13.2
5	T.V. Guide	20.32	13.0
6	Ladies Home Journal	10.13	12.9
7	U.S. News & World Report	23.09	12.0
8	Readers's Digest	9.26	11.7
9	People	40.03	10.8
10	Prevention	9.93	10.4

Division Two *(1 million – 2 million circulation)*		Circ Unit Rev	% Change
1	The Family Handyman	7.90	28.2
2	Organic Gardening	9.77	23.6
3	Mechanix Illustrated	7.16	21.8
4	1001 Home Ideas	11.51	19.0
5	Ebony	12.15	18.7
6	Outdoor Life	7.67	18.3
7	Sport	7.96	17.6
8	Southern Living	12.49	14.5
9	Life	20.41	14.4
10	Workbasket	3.50	14.1

Division Three *(500,000 – 1 million circulation)*		Circ Unit Rev	% Change
1	Book Digest	9.25	40.8
2	Jet	33.74	35.7
3	Gourmet	14.01	35.2
4	National Wildlife	10.00	33.6
5	Car & Driver	12.42	30.1
6	High Fidelity	11.90	28.5
7	Golf	8.40	27.0
8	Oui	28.14	24.9
9	Signature	6.84	22.5
10	Dun's Review	1.34	21.0

Division Four *(250,000 – 500,000 circulation)*		Circ Unit Rev	% Change
1	Geo	36.39	51.6
2	Runner's World	15.28	48.6
3	Moody Monthly	12.52	37.9
4	Skiing	7.80	30.0
5	Early American Life	10.89	25.9
6	Our Sunday Visitor	16.57	24.3
7	High Times	28.90	23.7
8	New York	23.98	23.3
9	Country Music	8.81	23.2
10	The Rotarian	5.50	22.2

Division Five *(Less than 350,000 circulation)*		Circ Unit Rev	% Change
1	Boating	15.37	75.8
2	Black Enterprise	5.26	29.6
3	Chicago	14.94	24.1
4	Model Railroader	17.49	21.5
5	Heavy Metal	20.07	20.6
6	W	17.97	19.3
7	Swank	35.28	15.3
8	Harvard Business Review	24.03	14.5
9	Yachting	20.04	14.3
10	Linn's Stamp News	19.63	13.9

Figures are FOLIO estimates

Folio 400 Newcomers (Consumer)

	Total Revenue	($000)	Mrkt Shr %
1	Inside Sports	12,687	13.5
2	Washington Reports	7,758	8.3
3	Country Living	5,338	5.7
4	Home (Hudson Home)	4,476	4.8
5	New Shelter	4,478	4.8
6	Peterson's Hunting	4,144	4.4
7	Science 80	4,510	4.8
8	D (Dallas City Mag.)	3,845	4.1
9	Daytime TV	3,289	3.5
10	Discover	3,575	3.8
11	Moneymaker	3,005	3.2
12	National Hog Farmer	3,085	3.3
13	Next	3,679	3.9
14	Outside	3,383	3.6
15	Pan Am Clipper	3,199	3.4
16	San Diego	3,378	3.6
17	Science News	3,518	3.8
18	Sheet Music	3,120	3.3
19	Westways	3,503	3.7
20	Working Mother	3,849	4.1
21	Attenzione	2,885	3.1
22	Four Wheel & Off Road	2,931	3.1
	Total	93,635	

	Advertising Revenue	($000)	Mrkt Shr %
1	Pan Am Clipper	3,199	10.5
2	National Hog Farmer	3,085	10.2
3	Inside Sports	2,991	9.8
4	D (Dallas City Mag.)	2,925	9.6
5	San Diego	2,692	8.9
6	Home (Hudson Home)	1,836	6.0
7	Working Mother	1,745	5.7
8	Westways	1,400	4.6
9	Peterson's Hunting	1,370	4.5
10	Outside	1,350	4.4
11	Science 80	1,221	4.0
12	Discover	1,212	4.0
13	Four Wheel & Off Road	989	3.3
14	Washington Reports	900	3.0
15	New Shelter	887	2.9
16	Country Living	678	2.2
17	Attenzione	625	2.1
18	Next	501	1.6
19	Science News	387	1.3
20	Daytime TV	310	1.0
21	Sheet Music	80	0.3
22	Moneymaker	0	0.0
	Total	30,383	

	Subscription Revenue	($000)	Mrkt Shr %
1	Washington Reports	6,858	17.1
2	New Shelter	3,393	8.5
3	Science 80	3,170	7.9
4	Science News	3,131	7.8
5	Sheet Music	3,040	7.6
6	Moneymaker	3,005	7.5
7	Inside Sports	2,956	7.4
8	Westways	2,103	5.2
9	Next	2,098	5.2
10	Attenzione	2,080	5.2
11	Discover	1,657	4.1
12	Working Mother	1,403	3.5
13	Outside	1,354	3.4
14	Peterson's Hunting	1,336	3.3
15	Country Living	688	1.7
16	D (Dallas City Mag.)	555	1.4
17	Four Wheel & Off Road	507	1.3
18	San Diego	466	1.2
19	Home (Hudson Home)	300	0.7
20	Daytime TV	0	0.0
21	National Hog Farmer	0	0.0
22	Pan Am Clipper	0	0.0
	Total	40,100	

	Newsstand Revenue	($000)	Mrkt Shr %
1	Inside Sports	6,740	29.1
2	Country Living	3,973	17.2
3	Daytime TV	2,979	12.9
4	Home (Hudson Home)	2,340	10.1
5	Peterson's Hunting	1,439	6.2
6	Four Wheel & Off Road	1,435	6.2
7	Next	1,080	4.7
8	Discover	705	3.0
9	Working Mother	700	3.0
10	Outside	679	2.9
11	D (Dallas City Mag.)	365	1.6
12	San Diego	220	1.0
13	New Shelter	198	0.9
14	Attenzione	180	0.8
15	Science 80	119	0.5
16	Moneymaker	0	0.0
17	National Hog Farmer	0	0.0
18	Pan Am Clipper	0	0.0
19	Science News	0	0.0
20	Sheet Music	0	0.0
21	Washington Reports	0	0.0
22	Westways	0	0.0
	Total	23,152	

(continued...)

Folio 400 Newcomers (Consumer) *(continued)*

Ad Pages

			Mrkt Shr %
1	San Diego	1,766	19.7
2	D (Dallas City Mag.)	1,370	15.3
3	National Hog Farmer	783	8.7
4	Pan Am Clipper	597	6.7
5	Working Mother	468	5.2
6	Home (Hudson Home)	446	5.0
7	Daytime TV	378	4.2
8	Four Wheel & Off Road	342	3.8
9	Peterson's Hunting	330	3.7
10	New Shelter	319	3.6
11	Westways	318	3.6
12	Attenzione	294	3.3
13	Outside	271	3.0
14	Inside Sports	270	3.0
15	Science 80	217	2.4
16	Science News	200	2.2
17	Country Living	144	1.6
18	Next	128	1.4
19	Washington Reports	125	1.4
20	Discover	118	1.3
21	Sheet Music	72	0.8
22	Moneymaker	0	0.0
	Total	8,956	

Average Circulation

			Mrkt Shr %
1	Washington Reports	548,670	9.1
2	Inside Sports	547,305	9.1
3	Discover	485,887	8.1
4	Westways	446,077	7.4
5	Country Living	408,555	6.8
6	New Shelter	394,590	6.6
7	Science 80	382,534	6.4
8	Next	300,000	5.0
9	Working Mother	293,627	4.9
10	Peterson's Hunting	259,460	4.3
11	Daytime TV	248,261	4.1
12	Sheet Music	220,422	3.7
13	Pan Am Clipper	219,400	3.7
14	Outside	202,100	3.4
15	Moneymaker	201,000	3.4
16	Science News	180,957	3.0
17	Four Wheel & Off Road	157,716	2.6
18	Attenzione	136,000	2.3
19	Home (Hudson Home)	130,000	2.2
20	National Hog Farmer	121,032	2.0
21	D (Dallas City Mag.)	66,268	1.1
22	San Diego	48,144	0.8
	Total	5,998,005	

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

1	San Diego	70.16
2	D (Dallas City Mag.)	58.02
3	Home (Hudson Home)	34.43
4	National Hog Farmer	25.46
5	Inside Sports	23.18
6	Attenzione	21.21
7	Science News	19.44
8	Four Wheel & Off Road	18.58
9	Outside	16.74
10	Peterson's Hunting	15.97
11	Moneymaker	14.95
12	Pan Am Clipper	14.58
13	Sheet Music	14.16
14	Washington Reports	14.14
15	Daytime TV	13.25
16	Working Mother	13.11
17	Country Living	13.07
18	Next	12.26
19	Science 80	11.79
20	New Shelter	11.35
21	Westways	7.85
22	Discover	7.36

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

1	San Diego	55.92
2	D (Dallas City Mag.)	44.14
3	National Hog Farmer	25.46
4	Pan Am Clipper	14.58
5	Home (Hudson Home)	14.12
6	Outside	6.68
7	Four Wheel & Off Road	6.27
8	Working Mother	5.94
9	Inside Sports	5.46
10	Peterson's Hunting	5.28
11	Attenzione	4.60
12	Science 80	3.19
13	Westways	3.14
14	Discover	2.49
15	New Shelter	2.25
16	Science News	2.14
17	Country Living	1.66
18	Next	1.67
19	Washington Reports	1.64
20	Daytime TV	1.25
21	Sheet Music	0.36
22	Moneymaker	0.00

Folio 400 Consumer Magazine Markets

Consumer Market Growth by Total Rev.

Rnk	Market Name (Section No.)	% Chg. Total Rev.
1	Science (General) (47)	36.8
2	Culinary (33)	21.4
3	Business (Financial) (31)	21.0
4	Travel (51)	18.2
5	Sports (General Int.) (48)	18.0
6	Black Ethnic (29)	17.6
7	General Interest (Hum.) (35)	16.9
8	Automotive (28)	14.1
9	Business (General) (32)	12.5
10	Women's Fashion (54)	11.1
11	Women's Lifestyle (54)	11.0
12	Personal Finance (47)	10.7
13	Fishing & Hunting (34)	10.0
14	Men's Lifestyle (42)	10.0
15	Men's Service (43)	10.0
16	Youth (58)	10.0
17	Lifestyle Dual Aud. (39)	8.0
18	Home Service (37)	7.9
19	Sports (Spec.Int.) (49)	7.2
20	Weeklies (52)	6.5
21	Men's Entertainment (41)	6.4
22	Music & Equipment (44)	4.6
23	Women's Spec.Int. (57)	3.6
24	Women's Service (56)	3.4
25	General Interest (Lit.) (36)	3.0
26	Newsmagazines (45)	3.0
27	Marine (40)	2.3
28	Sunday Syndicated (50)	0.5
29	Inflight (38)	-1.5
	Bridal (30)	new
	Women's Mass Market (55)	new

Consumer Market Growth by Ad Rev.

Rnk	Market Name (Section No.)	% Chg. Ad Rev.
1	Personal Finance (47)	54.5
2	Science (general) (47)	47.3
3	Culinary (33)	29.8
4	Women's Spec.Int. (57)	25.5
5	Marine (40)	23.7
6	General Interest (Hum.) (35)	22.5
7	Business (Financial) (31)	22.4
8	Automotive (28)	16.9
9	Women's Lifestyle (54)	16.1
10	Women's Fashion (54)	13.9
11	Business (general) (32)	11.7
12	Lifestyle Dual Aud. (39)	8.8
13	Fishing & Hunting (34)	8.7
14	Men's Entertainment (41)	7.9
15	Sports (General Int.) (48)	7.9
16	Black Ethnic (29)	7.4
17	Youth (58)	6.8
18	Men's Lifestyle (42)	6.6
19	Weeklies (52)	6.1
20	Travel (51)	4.8
21	Home Service (37)	4.5
22	Sports (Spec.Int.) (49)	4.0
23	Men's Service (43)	3.4
24	Sunday Syndicated (50)	3.0
25	Newsmagazines (45)	2.7
26	Women's Service (56)	2.0
27	Inflight (38)	-1.5
28	Music & Equipment (44)	-2.8
29	General Interest (Lit.) (36)	-7.7
	Bridal (30)	new
	Women's Mass Market (55)	new

Consumer Market Growth by Ad Pages

Rnk	Market Name (Section No.)	% Chg. Ad Pgs.
1	Personal Finance (47)	41.1
2	Science (general) (47)	25.2
3	Youth (58)	6.4
4	Women's Lifestyle (54)	5.6
5	General Interest (Hum.) (35)	3.8
6	Women's Spec.Int. (49)	3.6
7	Women's Fashion (54)	1.8
8	Culinary (33)	1.2
9	Black Ethnic (29)	-0.5
10	Business (general) (32)	-0.5
11	Home Service (37)	-2.1
12	Sports (General Int.) (48)	-2.5
13	Men's Lifestyle (42)	-2.8
14	Automotive (28)	-3.2
15	Men's Entertainment (41)	-3.5
16	Fishing & Hunting (34)	-3.6
17	Travel (51)	-3.8
18	Weeklies (52)	-3.8
19	Marine (40)	-4.2
20	Lifestyle Dual Aud. (39)	-4.9
21	Sports (Spec.Int.) (49)	-5.4
22	Women's Service (56)	-5.7
23	Men's Service (43)	-5.9
24	General Interest (Lit.) (36)	-7.8
25	Business (Financial) (31)	-8.0
26	Inflight (38)	-8.1
27	Newsmagazines (45)	-8.7
28	Sunday Syndicated (50)	-9.4
29	Music & Equipment (44)	-13.1
	Bridal (30)	new
	Women's Mass Market (55)	new

Consumer Market Growth by Total Circ.

Rnk	Market Name (Section No.)	% Chg. Total Circ.
1	Science (general) (47)	32.6
2	Sports (General Int.) (48)	17.9
3	Business (Financial) (31)	12.8
4	Personal Finance (47)	7.0
5	Women's Lifestyle (54)	6.8
6	Music & Equipment (44)	6.2
7	Home Service (37)	5.3
8	Women's Fashion (54)	4.0
9	General Interest (Hum.) (35)	3.5
10	Travel (51)	2.9
11	Business (general) (32)	2.3
12	Sports (Spec.Int.) (49)	2.1
13	Men's Service (43)	2.0
14	Automotive (28)	1.8
15	Newsmagazines (45)	1.7
16	Fishing & Hunting (34)	1.6
17	Youth (58)	1.6
18	Culinary (33)	1.4
19	Black Ethnic (29)	0.9
20	Sunday Syndicated (50)	0.8
21	General Interest (Lit.) (36)	0.3
22	Weeklies (52)	0.1
23	Marine (40)	-0.4
24	Women's Service (56)	-1.3
25	Men's Lifestyle (42)	-3.1
26	Lifestyle Dual Aud.	-4.8
27	Men's Entertainment (41)	-5.2
28	Inflight (38)	-6.9
29	Women's Spec.Int. (57)	-8.4
	Bridal (30)	new
	Women's Mass Market (55)	new

Folio 400 Consumer Magazine Markets

Consumer Market Summary: Total Rev.

Rnk	Market (Section No.)	Total Rev ($000)
1	Weeklies (52)	2,568,610
2	Women's Mass Market (55)	961,437
3	Women's Service (56)	953,941
4	Newsmagazines (45)	724,384
5	Men's Entertainment (41)	573,816
6	Home Service (37)	454,910
7	Gen'l Int. Literature (36)	445,317
8	Men's Lifestyle (42)	417,236
9	Business (General) (32)	374,343
10	Women's Lifestyle (54)	356,836
11	Lifestyle Dual Audience (39)	331,753
12	Gen'l Int. Humanities (35)	282,149
13	Sports (Gen'l Interest) (48)	243,028
14	Sunday Syndicated (50)	224,256
15	Women's Fashion (53)	178,824
16	Men's Service (43)	124,384
17	Automotive (28)	111,134
18	Youth (58)	117,773
19	Fishing & Hunting (34)	100,365
20	Women's Special Int. (57)	100,000
21	Sports (Special Int.) (49)	94,633
22	Science (General) (47)	94,658
23	Black Ethnic (29)	82,774
24	Personal Finance (46)	86,373
25	Culinary (33)	52,602
26	Travel (51)	46,071
27	Business (Financial) (31)	31,903
28	Marine (40)	33,140
29	Music & Equipment (44)	38,726
30	Bridal (30)	29,734
31	Inflight (38)	24,867

Consumer Market Summary: Ad Rev.

Rnk	Market (Section No.)	Ad Rev. ($000)
1	Weeklies (52)	1,448,263
2	Women's Mass Market (55)	533,845
3	Women's Service (56)	517,628
4	Newsmagazines (45)	462,327
5	Business (General) (32)	280,100
6	Home Service (37)	244,145
7	Sunday Syndicated (50)	224,256
8	Gen'l Int. Literature (36)	194,383
9	Women's Lifestyle (54)	179,620
10	Lifestyle Dual Audience (39)	147,399
11	Sports (Gen'l Interest) (48)	136,824
12	Men's Lifestyle (42)	114,614
13	Women's Fashion (53)	101,271
14	Men's Entertainment (41)	100,500
15	Gen'l Int. Humanities (35)	90,930
16	Men's Service (43)	62,585
17	Sports (Special Int.) (49)	57,024
18	Automotive (28)	54,677
19	Fishing & Hunting (34)	53,721
20	Black Ethnic (29)	35,723
21	Women's Special Int. (57)	35,483
22	Youth (58)	32,621
23	Science (General) (47)	31,856
24	Inflight (38)	24,867
25	Culinary (33)	24,081
26	Music & Equipment (44)	23,407
27	Marine (40)	22,468
28	Travel (51)	22,203
29	Bridal (30)	21,783
30	Business (Financial) (31)	19,080
31	Personal Finance (46)	18,015

Consumer Market Summary: Ad Pages

Rnk	Market (Section No.)	Ad Pages
1	Weeklies (52)	38,296
2	Business (General) (32)	16,677
3	Lifestyle Dual Audience (39)	14,970
4	Home Service (37)	14,361
5	Women's Lifestyle (54)	13,743
6	Women's Service (56)	13,183
7	Gen'l Int. Literature (36)	10,436
8	Women's Mass Market (55)	10,430
9	Newsmagazines (45)	7,752
10	Women's Fashion (53)	7,652
11	Automotive (28)	6,663
12	Marine (40)	6,300
13	Sports (Special Int.) (49)	5,705
14	Business (Financial) (31)	5,378
15	Men's Service (43)	4,997
16	Fishing & Hunting (34)	4,616
17	Men's Lifestyle (42)	4,173
18	Inflight (38)	3,889
19	Sports (Gen'l Interest) (48)	3,865
20	Women's Special Int. (57)	3,840
21	Gen'l Int. Humanities (35)	3,773
22	Black Ethnic (29)	3,364
23	Music & Equipment (44)	2,937
24	Science (General) (47)	2,906
25	Youth (58)	2,873
26	Bridal (30)	2,763
27	Men's Entertainment (41)	2,632
28	Travel (51)	2,127
29	Culinary (33)	2,014
30	Sunday Syndicated (50)	1,760
31	Personal Finance (46)	1,209

Consumer Market Summary: Total Circ.

Rnk	Market (Section No.)	Total Circ.
1	Weeklies (52)	82,536,090
2	Women's Mass Market (55)	44,407,860
3	Women's Service (56)	41,823,940
4	Sunday Syndicated (50)	34,010,260
5	Gen'l Int. Literature (36)	24,296,070
6	Home Service (37)	21,098,450
7	Gen'l Int. Humanities (35)	16,369,880
8	Men's Entertainment (41)	16,127,160
9	Lifestyle Dual Audience (39)	14,398,960
10	Women's Lifestyle (54)	11,883,500
11	Men's Lifestyle (42)	11,669,960
12	Youth (58)	9,727,280
13	Newsmagazines (45)	9,436,930
14	Women's Special Int. (57)	8,965,980
15	Men's Service (43)	7,080,810
16	Personal Finance (46)	5,725,010
17	Fishing & Hunting (34)	5,598,680
18	Automotive (28)	5,399,790
19	Women's Fashion (53)	4,806,890
20	Sports (Gen'l Interest) (48)	4,495,410
21	Sports (Special Int.) (49)	4,293,180
22	Science (General) (47)	4,060,540
23	Travel (51)	3,635,000
24	Black Ethnic (29)	2,827,510
25	Culinary (33)	2,615,910
26	Music & Equipment (44)	1,565,890
27	Inflight (38)	1,373,840
28	Business (General) (32)	1,268,860
29	Marine (40)	635,130
30	Bridal (30)	631,610
31	Business (Financial) (31)	412,530

Automotive

Among 1980 consumer markets, the Automotive market ranked 17th in total revenue, 18th in advertising revenue, 11th in advertising pages, and 18th in total circulation. This market comprises 3.7% of all measured consumer titles, and 1.5% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 5.4 million, or 1.6% of all measured consumer magazine circulation.

The following percentages show the 1980 Automotive market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Automotive market with growth overall. Total revenue up 14.1% (7.7%), ad rev. up 16.9% (7.3%), ad pages down 3.2% (3.9%), circ. up 1.8% (2.7%), sub rev. up 17.2% (13.2%), newsstand rev. up 7.6% (-1.5%) market gross unit rev. up 12.1% (8.6%).

Total Revenue

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Car & Driver	22,928	25.7	20.6
2	Hot Rod	20,249	12.5	18.2
3	Road & Track	20,718	9.4	18.6
4	Motor Trend	16,614	10.0	14.9
5	Car Craft	9,089	4.1	8.2
6	Popular Hot Rodding	5,978	16.1	5.4
7	Crossroads	4,620	22.4	4.2
8	Pickup Van & 4WD	4,658	6.0	4.2
9	Autoweek	3,349	3.6	3.0
10	Four Wheel & Off Road	2,931	NE	2.6
	Total	111,134		

Advertising Revenue

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Car & Driver	13,947	23.1	25.5
2	Road & Track	12,060	26.4	22.1
3	Motor Trend	9,136	15.7	16.7
4	Hot Rod	8,189	3.7	15.0
5	Car Craft	3,360	-4.6	6.1
6	Pickup Van & 4WD	2,088	-4.9	3.8
7	Crossroads	1,740	55.5	3.2
8	Autoweek	1,656	3.3	3.0
9	Popular Hot Rodding	1,512	11.4	2.8
10	Four Wheel & Off Road	989	NE	1.8
	Total	54,677		

Subscription Revenue

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Hot Rod	5,856	41.8	22.7
2	Car & Driver	4,254	7.5	16.5
3	Motor Trend	3,850	-2.0	14.9
4	Road & Track	3,324	4.3	12.9
5	Crossroads	2,880	8.5	11.2
6	Car Craft	1,596	50.7	6.2
7	Pickup Van & 4WD	1,507	33.6	5.8
8	Autoweek	1,480	12.9	5.7
9	Popular Hot Rodding	550	14.4	2.1
10	Four Wheel & Off Road	507	NE	2.0
	Total	25,804		

Newsstand Revenue

	Newsstand Revenue	($000)	% Chg NewsRv	Mrkt Shr %
1	Hot Rod	6,204	3.9	20.2
2	Road & Track	5,334	-14.1	17.4
3	Car & Driver	4,727	60.0	15.4
4	Car Craft	4,133	-0.4	13.5
5	Popular Hot Rodding	3,915	18.3	12.8
6	Motor Trend	3,628	10.5	11.8
7	Four Wheel & Off Road	1,435	NE	4.7
8	Pickup Van & 4WD	1,063	-0.8	3.5
9	Autoweek	213	-33.3	0.7
10	Crossroads	NE	NE	0.0
	Total	30,652		

Ad Pages

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Autoweek	1,241	14.0	18.6
2	Road & Track	1,192	11.0	17.9
3	Car & Driver	935	5.3	14.0
4	Car Craft	627	-12.6	9.4
5	Hot Rod	607	-6.8	9.1
6	Motor Trend	549	1.7	8.2
7	Popular Hot Rodding	521	-3.2	7.8
8	Pickup Van & 4WD	465	-27.1	7.0
9	Four Wheel & Off Road	342	NE	5.1
10	Crossroads	184	183.1	2.8
	Total	6,663		

Average Circulation

	Average Circulation		% Chg Circ	Mrkt Shr %
1	Crossroads	1,200,000	-46.7	22.2
2	Hot Rod	910,629	2.7	16.9
3	Motor Trend	755,494	-0.3	14.0
4	Car & Driver	722,909	-0.1	13.4
5	Road & Track	596,053	1.2	11.0
6	Car Craft	423,847	10.4	7.8
7	Popular Hot Rodding	288,750	-3.3	5.3
8	Pickup Van & 4WD	252,745	4.3	4.7
9	Four Wheel & Off Road	157,716	NE	2.9
10	Autoweek	91,649	13.5	1.7
	Total	5,399,792		

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

Automotive *(continued)*

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*			% Chg GrUnRv
1	Autoweek	36.54	-8.8
2	Road & Track	34.76	8.1
3	Car & Driver	31.72	25.9
4	Hot Rod	22.24	9.5
5	Motor Trend	21.99	10.3
6	Car Craft	21.44	-5.7
7	Popular Hot Rodding	20.70	20.0
8	Four Wheel & Off Road	18.58	NE
9	Pickup Van & 4WD	18.43	1.6
10	Crossroads	3.85	129.6

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*			% Chg AdUnRv
1	Road & Track	20.23	24.9
2	Car & Driver	19.29	23.3
3	Autoweek	18.07	-9.0
4	Motor Trend	12.09	16.0
5	Hot Rod	8.99	1.0
6	Pickup Van & 4WD	8.26	-8.8
7	Car Craft	7.93	-13.6
8	Four Wheel & Off Road	6.27	NE
9	Popular Hot Rodding	5.24	15.1
10	Crossroads	1.45	191.6

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*			% Chg CrUnRv
1	Autoweek	18.47	-8.5
2	Popular Hot Rodding	15.46	21.8
3	Road & Track	14.53	-8.9
4	Car Craft	13.52	-0.4
5	Hot Rod	13.24	16.2
6	Car & Driver	12.42	30.1
7	Four Wheel & Off Road	12.31	NE
8	Pickup Van & 4WD	10.17	12.1
9	Motor Trend	9.90	4.0
10	Crossroads	2.40	103.5

Growth *(1980 vs. 1979)*		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NewsRv
1	Car & Driver	25.7	23.1	7.5	60.0
2	Crossroads	22.4	55.5	8.5	0.0
3	Popular Hot Rodding	16.1	11.4	14.4	18.3
4	Hot Rod	12.5	3.7	41.8	3.9
5	Motor Trend	10.0	15.7	-2.0	10.5
6	Road & Track	9.4	26.4	4.3	-14.1
7	Pickup Van & 4WD	6.0	-4.9	33.6	-0.8
8	Car Craft	4.1	-4.6	50.7	-0.4
9	Autoweek	3.6	3.3	12.9	-33.3
10	Four Wheel & Off Road	NE	NE	NE	NE

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Dune Buggies & Hot VW's, 4 Wheel & Off Road, Road King, Stock Car Racing, Street Rodder, Super Stock & Drag Illustrated, Truckin*; and 24 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Autoweek

Crain Communications (312) 649-5456
Publisher: Richard Hinson **Advertising Director:** Timothy D. Hartge

Autoweek is edited for car enthusiasts. It includes news analysis of automobile trends and developments. Regularly featured are: Product news (domestic and foreign), new cars, classic cars, events calendar, driving impressions, auto shows, concours d'elegance. Special sections on subjects of consumer and enthusiast interest: photography, wheels and tires, accessories, season previews and reviews. Major competition events covered: stock, formula, sports modified, and high performance; land speed record, off-road, rally.

Research Studies Available: Contact Publisher

Car and Driver

Ziff-Davis Publishing Co. (313) 649-1950
Publisher: David E. Davis Jr. **Advertising Director:** Donald H. Hufford

Car and Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a 'For Your Information' news section, personality column section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one third of the editorial content is devoted to product evaluation, one third to departments and columns and one third to general features.

Research Studies Available: New Car Buyers Study by R.L. Polk. 3X/yr.

Car Craft

Petersen Publishing Co. (213) 657-5100
Publisher: Harry Hibler **Advertising Director:** Jim P. Walsh

Car Craft is edited for the drag racing and high performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, 'how-to's' on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Research Studies Available: Discriminant Analysis of 1980 New Car Buyers MRI-MIDAS 1981

Crossroads

Signature Publications (312) 973-730
Advertising Director: Gene H. McCormick

Crossroads, the magazine for mobile America, is directed to general audiences with specific interest in automotive and auto travel subjects. Articles feature new car models, new car comparisons, classic cars and nostalgia, economic auto operation and maintenance, automotive personality profiles, auto travel advice, news from the auto industry, and comprehensive consumer reports on automotive design trends, auto safety, auto theft, national highway system, fuel economy. Features range from humor to auto and travel pictorial to serious in-depth pieces on the auto industry. Regular columns on technical auto subjects, U.S. auto travel, books, women behind the wheel, and upcoming events.

(Continued on page 308)

Figures are FOLIO estimates
NE = Not Estimated

Black ethnic

Among 1980 consumer markets, the Black Ethnic market ranked 23rd in total revenue, 20th in advertising revenue, 22nd in advertising pages, and 24th in total circulation. This market comprises 1.5% of all measured consumer titles, and 1.1% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 2.8 million, or 0.9% of all measured consumer magazine circulation.

The following percentages show the 1980 Black Ethnic market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Black Ethnic market with growth overall. Total revenue up 17.6% (7.7%), ad rev. up 7.4% (7.3%), ad pages down 0.5% (3.9%), circ. up 0.9%(2.7%), sub rev. up 10.0% (13.2%), newsstand rev. up 49.1% (-1.5%) market gross unit rev. up 16.5% (8.6%).

Total Revenue

		($000)	% Chg TotRv
1	Ebony	33,120	14.9
2	Jet	29,351	27.1
3	Essence	14,203	17.9
4	Black Enterprise	6,100	15.9
	Total	82,774	

Advertising Revenue

		($000)	% Chg Ad Rv
1	Ebony	17,576	10.9
2	Essence	7,958	23.0
3	Jet	5,333	-1.0
4	Black Enterprise	4,856	11.3
	Total	35,723	

Subscription Revenue

		($000)	% Chg SubRv
1	Ebony	11,231	12.4
2	Jet	7,625	5.3
3	Essence	3,362	5.3
4	Black Enterprise	1,212	37.6
	Total	23,430	

Newsstand Revenue

		($000)	% Chg NewsRv
1	Jet	16,393	56.7
2	Ebony	4,313	44.5
3	Essence	2,884	21.2
4	Black Enterprise	32	66.5
	Total	23,622	

Ad Pages

			%Chg AdPg
1	Essence	977	11.4
2	Ebony	962	-2.0
3	Jet	859	-6.7
4	Black Enterprise	566	4.8
	Total	3,364	

Average Circulation

			% Chg Circ
1	Ebony	1,278,907	0.9
2	Jet	711,804	0.0
3	Essence	600,148	-0.1
4	Black Enterprise	236,658	6.6
	Total	2,827,517	

Gross Unit Revenue

(Total rev. ÷ avg. circ.)

			% Chg GrUnRv
1	Jet	41.24	27.1
2	Ebony	25.90	13.8
3	Black Enterprise	25.77	8.7
4	Essence	23.67	18.1

Advertising Unit Revenue

(Ad rev. ÷ avg. circ.)

			% Chg AdUnRv
1	Black Enterprise	20.52	4.4
2	Ebony	13.74	9.8
3	Essence	13.26	23.1
4	Jet	7.49	-1.0

Circulation Unit Revenue

(Circ. rev. ÷ avg. circ.)

			% Chg CrUnRv
1	Jet	33.74	35.7
2	Ebony	12.15	18.7
3	Essence	10.41	12.3
4	Black Enterprise	5.26	29.6

Growth

(1980 vs. 1979)

		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NewsRv
1	Jet	27.1	-1.0	5.3	56.7
2	Essence	17.9	23.0	5.3	21.2
3	Black Enterprise	15.9	11.3	37.6	66.5
4	Ebony	14.9	10.9	12.4	44.5

(Continued on page 308)

Bridal

Among 1980 consumer markets, the Bridal market ranked 30th in total revenue, 29th in advertising revenue, 26th in advertising pages, and 30th in total circulation. This market comprises 0.7% of all measured consumer titles, and 0.4% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 631 thousand, or 0.2% of all measured consumer magazine circulation.

Since this is the first time that the Bridal market appears in the Folio 400 study, it is impossible to draw any year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will measured along with all others.

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Bride's	15,848	24.3	53.3
2	Modern Bride	13,886	16.4	46.7
	Total	29,734		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Bride's	11,935	28.8	54.8
2	Modern Bride	9,848	13.6	45.2
	Total	21,783		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Modern Bride	225	19.9	59.2
2	Bride's	155	-30.4	40.8
	Total	380		

	Newsstand Revenue	($000)	% Chg NewsRv	Mrkt Shr %
1	Modern Bride	3,813	24.4	50.4
2	Bride's	3,757	15.1	49.6
	Total	7,570		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Bride's	1,531	18.0	55.4
2	Modern Bride	1,232	3.2	44.6
	Total	2,763		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Bride's	330,890	8.1	52.4
2	Modern Bride	300,729	6.4	47.6
	Total	631,619		

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Bride's	47.89	14.9
2	Modern Bride	46.18	9.4

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Bride's	36.07	19.1
2	Modern Bride	32.75	6.7

	Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1	Modern Bride	13.43	16.7
2	Bride's	11.82	3.8

	Growth *(1980 vs. 1979)*	% Chg Tot Rv	% Chg Ad Rv	% Chg SubRv	% Chg NewsRv
1	Bride's	24.3	28.8	-30.4	15.1
2	Modern Bride	16.4	13.6	19.9	24.4

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Bride's

Conde Nast Publications Inc. (212) 880-8800
Publisher: William F. Bondlow, Jr. **Advertising Director:** Kevin Madden

Bride's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions, (for the bride, women and men attendants and the mothers-of-the-wedding); trousseaux, (lingerie, clothes for her and for him); home furnishings, (tabletop, linens, furniture, appliances, accessories, housewears, floor coverings, etc.); travel, (honeymoons in the United States, Canada, Mexico, nearby islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological articles and shopping information.

Research Studies Available: Trends in Nutrition 1, 1980, Mark Clements Research, National Family Opinion; Trends in Nutrition 2, 1981, Mark Clements Research, National Family Opinion; Women And You, A Comprehensive Study of the attitudes of America's Women toward Alcoholic Beverages, 1981, Mark Clements Research, National Family Opinion.

Modern Bride

Ziff-Davis Publishing Co. Inc. (212) 725-3700
Publisher: George E. Morrissey **Advertising Director:** Howard Friedburg

Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother-of-the bride), travel trousseau and lingerie; (2) home furnishings (tablewear, furniture, linens, appliances, housewears, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features include personal and beauty care, wedding gifts, etiquette, marital relations, shopping information.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Business (financial)

Among 1980 consumer markets, the Business (Financial) market ranked 27th in total revenue, 30th in advertising revenue, 14th in advertising pages, and 31st in total circulation. This market comprises 1.5% of all measured consumer titles, and 0.4% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 412 thousand, or 0.1% of all measured consumer magazine circulation.

The following percentages show the 1980 Business (Financial) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Business (Financial) marke with growth overall. Total revenue up 21.0% (7.7%), ad rev. u 22.4% (7.3%), ad pages down 8.0% (3.9%), circ. up 12.8% (2.7%), sub rev. up 18.7% (13.2%), newsstand rev. up 20.2% (-1.5%) market gross unit rev. up 7.3% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Barron's	15,419	21.5	48.3
2	Institutional Investor	9,591	36.5	30.1
3	Financial World	3,859	1.9	12.1
4	Pensions & Invest. Age	3,034	NE	9.5
	Total	31,903		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Institutional Investor	8,886	38.6	46.6
2	Barron's	5,170	13.8	27.1
3	Pensions & Invest. Age	2,611	NE	13.7
4	Financial World	2,413	15.1	12.6
	Total	19,080		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Barron's	7,008	28.5	74.3
2	Financial World	1,295	-16.9	13.7
3	Institutional Investor	705	14.6	7.5
4	Pensions & Invest. Age	423	NE	4.5
	Total	9,431		

	Newsstand Revenue	($000)	% Chg NewsRv	Mrkt Shr %
1	Barron's	3,241	20.5	95.5
2	Financial World	151	14.2	4.5
3	Institutional Investor	0	0.0	0.0
4	Pensions & Invest. Age	0	NE	0.0
	Total	3,392		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Barron's	2,308	24.5	42.9
2	Institutional Investor	1,456	19.0	27.1
3	Financial World	928	-2.8	17.3
4	Pensions & Invest. Age	686	NE	12.8
	Total	5,378		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Barron's	255,003	10.9	61.8
2	Financial World	76,990	20.4	18.7
3	Institutional Investor	48,522	8.4	11.8
4	Pensions & Invest. Age	32,020	NE	7.8
	Total	412,535		

	Gross Unit Revenue *(Total rev. + avg. circ.)*		% Chg GrUnRv
1	Institutional Investor	197.66	25.9
2	Pensions & Invest. Age	94.76	NE
3	Barron's	60.46	9.6
4	Financial World	50.12	-15.4

	Advertising Unit Revenue *(Ad rev. + avg. circ.)*		% Chg AdUnRv
1	Institutional Investor	183.13	27.9
2	Pensions & Invest. Age	81.54	0.0
3	Financial World	31.34	-4.5
4	Barron's	20.27	2.7

	Circulation Unit Revenue *(Circ. rev. + avg. circ.)*		% Chg CrUnRv
1	Barron's	40.19	13.5
2	Financial World	18.78	-28.9
3	Institutional Investor	14.53	5.8
4	Pensions & Invest. Age	13.22	NE

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NewsRv
1	Institutional Investor	36.5	38.6	14.6	0.0
2	Barron's	21.5	13.8	28.5	20.5
3	Financial World	1.9	15.1	-16.9	14.2
4	Pensions & Invest. Age	NE	NE	NE	NE

(Continued on page 310)

Figures are FOLIO estimates
NE = Not Estimated

Business (general)

Among 1980 consumer markets, the Business (General) market ranked 9th in total revenue, 5th in advertising revenue, 2nd in advertising pages, and 28th in total circulation. This market comprises 4.4% of all measured consumer titles, and 5.0% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 1.3 million, or 0.4% of all measured consumer magazine circulation.

The following percentages show the 1980 Business (General) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Business (General) market with growth overall. Total revenue up 12.5% (7.7%), ad rev. up 11.7% (7.3%), ad pages down 0.5% (3.9%), circ. up 2.3% (2.7%), sub rev. up 13.4% (13.2%), newsstand rev. up 51.2% (-1.5%) market gross unit rev. up 9.9% (8.6%).

Total Revenue

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Business Week	153,390	10.6	41.0
2	Fortune	72,945	10.6	19.5
3	Forbes	61,228	19.1	16.4
4	Nation's Business	26,851	7.3	7.2
5	Inc.	12,290	164.3	3.3
6	Industry Week	11,536	-15.9	3.1
7	Dun's Review	7,574	1.6	2.0
8	Washington Report	7,758	NE	2.1
9	Harvard Bus.Review	6,968	10.8	1.9
10	Black Enterprise	6,100	15.9	1.6
11	Sales & Mktg Mngmt	4,244	14.9	1.1
12	ABA Journal	3,459	16.5	0.9
	Total	374,343		

Advertising Revenue

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Business Week	129,554	10.8	46.3
2	Fortune	55,559	13.2	19.8
3	Forbes	44,892	18.2	16.0
4	Industry Week	11,515	-15.9	4.1
5	Nation's Business	9,580	5.5	3.4
6	Inc.	9,071	95.1	3.2
7	Dun's Review	7,224	1.1	2.6
8	Black Enterprise	4,856	11.3	1.7
9	Sales & Mktg Mngmt	2,866	19.3	1.0
10	ABA Journal	2,356	7.5	0.8
11	Harvard Bus.Review	1,727	-6.0	0.6
12	Washington Report	900	NE	0.3
	Total	280,100		

Subscription Revenue

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Business Week	21,448	6.2	24.2
2	Nation's Business	17,271	9.0	19.5
3	Fortune	15,673	1.3	17.7
4	Forbes	15,430	20.0	17.4
5	Washington Report	6,858	NE	7.7
6	Harvard Bus.Review	5,187	17.6	5.8
7	Inc.	2,861	999.9	3.2
8	Sales & Mktg Mngmt	1,378	6.8	1.6
9	Black Enterprise	1,212	37.6	1.4
10	ABA Journal	1,103	41.8	1.2
11	Dun's Review	350	12.7	0.4
12	Industry Week	21	-19.3	0.0
	Total	88,792		

Newsstand Revenue

	Newsstand Revenue	($000)	% Chg NewsRv	Mrkt Shr %
1	Business Week	2,388	52.6	43.8
2	Fortune	1,713	21.8	31.4
3	Forbes	906	57.9	16.6
4	Inc.	358	999.9	6.6
5	Harvard Bus.Review	54	36.2	1.0
6	Black Enterprise	32	66.5	0.6
7	ABA Journal	0	0.0	0.0
8	Dun's Review	0	0.0	0.0
9	Industry Week	0	0.0	0.0
10	Nation's Business	0	0.0	0.0
11	Sales & Mktg Mngmt	0	0.0	0.0
12	Washington Report	0	NE	0.0
	Total	5,451		

Ad Pages

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Business Week	4,941	-2.1	29.6
2	Forbes	2,670	1.1	16.0
3	Fortune	2,305	0.2	13.8
4	Industry Week	1,889	-13.6	11.3
5	Dun's Review	1,021	0.8	6.1
6	Sales & Mktg Mngmt	968	16.3	5.8
7	Inc.	784	71.9	4.7
8	ABA Journal	588	-10.2	3.5
9	Black Enterprise	566	4.8	3.4
10	Nation's Business	480	-11.8	2.9
11	Harvard Bus.Review	340	-12.1	2.0
12	Washington Report	125	NE	0.7
	Total	16,677		

Average Circulation

	Average Circulation		% Chg Circ	Mrkt Shr %
1	Nation's Business	1,268,864	1.7	22.0
2	Business Week	820,313	2.6	14.2
3	Forbes	692,102	2.3	12.0
4	Fortune	676,606	1.0	11.7
5	Washington Report	548,670	NE	9.5
6	Inc.	430,511	7.6	7.5
7	ABA Journal	288,292	11.1	5.0
8	Industry Week	279,471	6.3	4.8
9	Dun's Review	260,709	6.9	4.5
10	Black Enterprise	236,658	6.6	4.1
11	Harvard Bus.Review	218,136	2.9	3.8
12	Sales & Mktg Mngmt	46,225	0.4	0.8
	Total	5,766,557		

Figures are FOLIO estimates
NE = Not Estimated

(continued...)

Business (general) *(continued)*

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1 Business Week	186.99	7.9
2 Fortune	107.81	9.5
3 Sales & Mktg Mngmt	91.81	14.5
4 Forbes	88.47	16.5
5 Industry Week	41.28	-20.9
6 Harvard Bus.Review	31.94	7.7
7 Dun's Review	29.05	9.1
8 Inc.	28.55	145.6
9 Black Enterprise	25.77	8.7
10 Nation's Business	21.16	5.5
11 Washington Report	14.14	NE
12 ABA Journal	12.00	4.8

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1 Business Week	157.93	8.1
2 Fortune	82.11	12.0
3 Forbes	64.86	15.6
4 Sales & Mktg Mngmt	62.00	18.9
5 Industry Week	41.20	-20.9
6 Dun's Review	27.71	8.6
7 Inc.	21.07	81.2
8 Black Enterprise	20.52	4.4
9 ABA Journal	8.17	-3.2
10 Harvard Bus.Review	7.92	-8.7
11 Nation's Business	7.55	-0.2
12 Washington Report	1.64	NE

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1 Sales & Mktg Mngmt	29.81	6.4
2 Business Week	29.06	6.8
3 Fortune	25.70	1.9
4 Harvard Bus.Review	24.03	14.5
5 Forbes	23.60	18.9
6 Nation's Business	13.61	6.5
7 Washington Report	12.50	NE
8 Inc.	7.48	7.5
9 Black Enterprise	5.26	29.6
10 ABA Journal	3.83	27.4
11 Dun's Review	1.34	21.0
12 Industry Week	0.08	-24.1

Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1 Inc.	164.3	95.1	999.9	999.9
2 Forbes	19.1	18.2	20.0	57.9
3 ABA Journal	16.5	7.5	41.8	0.0
4 Black Enterprise	15.9	11.3	37.6	66.5
5 Sales & Mktg Mngmt	14.9	19.3	6.8	0.0
6 Harvard Bus.Review	10.8	-6.0	17.6	36.2
7 Business Week	10.6	10.8	6.2	52.6
8 Fortune	10.6	13.2	1.3	21.8
9 Nation's Business	7.3	5.5	9.0	0.0
10 Dun's Review	1.6	1.1	12.7	0.0
11 Washington Report	NE	NE	NE	NE
12 Industry Week	-15.9	-15.9	-19.3	0.0

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Alaska Industry, California Business, Corporate Report, Florida Trend, Hawaii Business, New England Business, Pacific Business News, The South Magazine, Sunbelt Business Magazines, Texas Business*, and *Wharton Magazine* (represented by the Leadership Network); and 58 non-audited magazines that accept advertising.

ABA Journal

American Bar Association (312) 621-9200
Advertising Director: Gertrude Buikema

American Bar Association Journal is edited for those in the legal profession, and primarily for lawyers in private practice or judges of trial or appellate courts, federal and state. Articles deal with matters of current interest to the legal professional. Articles are not strictly limited to the law, but are chosen to provide insight into probems facing society that have legal implications. Reviews of books of general interest are included along with reviews of technical legal works. Other regular departments are devoted to digests of U.S. Supreme Court decisions, significant rulings of other courts and government agencies and taxation.

Research Studies Available: Automobile ownership patterns in the legal profession. In-house, 1980; Data Processing in the Law Office, In-house, 1980; Word Processing and Data Processing in the Law Office Update, In-house, Sept. 1981.

Black Enterprise

Earl G. Graves Publishing Co. (212) 889-8220
Publisher: Earl G. Graves **Advertising Director:** Bill Frentress

Black Enterprise is a feature business magazine written for and about black professionals, businessmen and businesswomen, college students and corporate executives. Feature articles range from money management to personal profiles to overviews of various industries and the current economic situation of blacks within those industries. Additionally, Black Enterprise frequently interviews prominent personalities. Black Enterprise also provides readers with regular departments on travel, personal finance, and persons operating small, but successful, businesses as well as information about those blacks who are moving up in the corporate world. Moreover, Black Enterprise publishes special issues annually, on the Top 100 Black Businesses, Money Management and Careers.

Research Studies Available: Contact Publisher

Business Week

McGraw Hill Publications (212) 997-1221
Publisher: R. B. Alexander **Advertising Director:** Orlin R. Davis

Business Week is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry - or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International

(Continued on page 310)

Figures are FOLIO estimates
NE = Not Estimated

Culinary

Among 1980 consumer markets, the Culinary market ranked 25th in total revenue, 25th in advertising revenue, 29th in advertising pages, and 25th in total circulation. This market comprises 1.1% of all measured consumer titles, and 0.7% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 2.6 million, or 0.8% of all measured consumer magazine circulation.

The following percentages show the 1980 Culinary market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Culinary market with growth overall. Total revenue up 21.4% (7.7%), ad rev. up 29.8% (7.3%), ad pages up 1.2% (3.9%), circ. up 1.4% (2.7%), sub rev. up 8.3% (13.2%), newsstand rev. up 44.8% (-1.5%) market gross unit rev. up 19.7% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Bon Appetit	25,480	28.9	48.4
2	Gourmet	16,746	18.0	31.8
3	Cuisine	10,376	10.6	19.7
	Total	52,602		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Bon Appetit	12,146	47.8	50.4
2	Gourmet	7,471	1.9	31.0
3	Cuisine	4,464	48.3	18.5
	Total	24,081		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Bon Appetit	10,114	9.2	46.3
2	Gourmet	6,753	35.5	30.9
3	Cuisine	4,981	-15.9	22.8
	Total	21,848		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Bon Appetit	3,220	40.9	48.3
2	Gourmet	2,522	34.5	37.8
3	Cuisine	931	108.2	14.0
	Total	6,673		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Bon Appetit	916	12.1	45.5
2	Gourmet	692	-7.1	34.4
3	Cuisine	406	-5.4	20.2
	Total	2,014		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Bon Appetit	1,172,652	3.8	44.8
2	Cuisine	781,066	-0.7	29.9
3	Gourmet	662,199	0.1	25.3
	Total	2,615,917		

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Gourmet	25.29	18.0
2	Bon Appetit	21.73	24.3
3	Cuisine	13.28	11.4

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Gourmet	11.28	1.9
2	Bon Appetit	10.36	42.5
3	Cuisine	5.72	49.4

	Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1	Gourmet	14.01	35.2
2	Bon Appetit	11.37	11.3
3	Cuisine	7.57	-6.5

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Bon Appetit	28.9	47.8	9.2	40.9
2	Gourmet	18.0	1.9	35.5	34.5
3	Cuisine	10.6	48.3	-15.9	108.2

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Cookbook Digest, Great Recipes of the World, International Review of Food & Wine*; and 3 non-audited magazines that accept advertising.

Bon Appetit

Knapp Communications Corp. (213) 937-1025
Publisher: John L. Decker **Advertising Director:** Walter Reichart

Bon Appetit is edited for those who relish cooking and entertaining. Included are cooking and entertaining features, from recipes for the microwave and food processor, to kitchen tools and natural foods, recipes secured from various world chefs. Editorial focuses on recipes and serving suggestions that can be easily used for everyday meal preparation as well as for the most elaborate special occasion.

Research Studies Available: Audits and Surveys Trend Setter Tracking Study on Attitudes and Behavior Patterns of a Group of Food Enthusiasts, 1981, SMRB

(Continued on page 144)

Fishing & hunting

Among 1980 consumer markets, the Fishing & Hunting market ranked 19th in total revenue, 19th in advertising revenue, 16th in advertising pages, and 17th in total circulation. This market comprises 2.6% of all measured consumer titles, and 1.3% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 5.6 million, or 1.7% of all measured consumer magazine circulation.

The following percentages show the 1980 Fishing & Hunting market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Fishing & Hunting market with growth overall. Total revenue up 10.0% (7.7%), ad rev. up 8.7% (7.3%), ad pages down 3.6% (3.9%), circ. up 1.6% (2.7%), sub rev. up 12.7% (13.2%), newsstand rev. up 9.3% (-1.5%) market gross unit rev. up 8.2% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Field & Stream	35,923	6.9	35.8
2	Outdoor Life	28,288	5.3	28.2
3	Sports Afield	13,116	24.2	13.1
4	Guns and Ammo	9,599	7.4	9.6
5	Bassmaster	5,774	60.3	5.8
6	Peterson's Hunting	4,144	NE	4.1
7	Shooting Times	3,521	7.2	3.5
	Total	100,365		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Field & Stream	21,930	7.4	40.8
2	Outdoor Life	15,073	-4.1	28.1
3	Sports Afield	6 960	29.1	13.0
4	Guns and Ammo	4,176	11.7	7.8
5	Bassmaster	3,400	121.6	6.3
6	Peterson's Hunting	1,370	NE	2.6
7	Shooting Times	812	3.6	1.5
	Total	53,721		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Field & Stream	11,639	3.0	35.2
2	Outdoor Life	10,299	20.2	31.2
3	Sports Afield	3,623	22.5	11.0
4	Guns and Ammo	2,738	11.1	8.3
5	Bassmaster	2,374	14.9	7.2
6	Peterson's Hunting	1,336	NE	4.0
7	Shooting Times	1,017	30.6	3.1
	Total	33,026		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Outdoor Life	2,916	12.9	21.4
2	Guns and Ammo	2,685	-2.0	19.7
3	Sports Afield	2,533	14.4	18.6
4	Field & Stream	2,354	24.7	17.3
5	Shooting Times	1,692	-1.7	12.4
6	Peterson's Hunting	1,439	NE	10.6
7	Bassmaster	0	0.0	0.0
	Total	13,619		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Sports Afield	1,019	8.8	22.1
2	Field & Stream	985	-6.0	21.3
3	Outdoor Life	826	-12.5	17.9
4	Guns and Ammo	590	0.7	12.8
5	Shooting Times	457	-6.5	9.9
6	Bassmaster	409	0.2	8.9
7	Peterson's Hunting	330	NE	7.1
	Total	4,616		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Field & Stream	2,020,351	-1.1	36.1
2	Outdoor Life	1,723,915	0.2	30.8
3	Sports Afield	591,004	11.2	10.6
4	Guns and Ammo	477,621	0.1	8.5
5	Bassmaster	339,161	14.9	6.1
6	Peterson's Hunting	259,460	NE	4.6
7	Shooting Times	187,172	1.2	3.3
	Total	5,598,684		

(continued...)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Alaska, The American Handgunner, American Rifleman, Fishing & Hunting News, Southern Outdoors, Texas Fisherman, Western Outdoors*; and 62 non-audited magazines that accept advertising. Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Bassmaster

Bass Anglers Sportsman Soc.,Inc. (205) 272-9530
Publisher: Ray Scott **Advertising Director:** Spencer Longshore III

Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on 'how-to' with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories, Bass Masters Classic world finals, and an annual forecast of bass fishing 'hot spots' with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with experts' advice on new products are regular features.

Research Studies Available: Fresh Water Fishing, F & P Research; Boating Market, F & P Research; Travel Market, F & P Research.

Field & Stream

CBS Publications (212) 975-7467
Publisher: Eugene A. Bay, Jr. **Advertising Director:** James S. Berrien

Figures are FOLIO estimates
NE = Not Estimated

Fishing & hunting *(continued)*

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*			% Chg GrUnRv
1	Sports Afield	22.19	11.7
2	Guns and Ammo	20.10	7.2
3	Shooting Times	18.81	6.0
4	Field & Stream	17.78	8.1
5	Bassmaster	17.02	39.6
6	Outdoor Life	16.41	5.1
7	Peterson's Hunting	15.97	NE

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*			% Chg AdUnRv
1	Sports Afield	11.78	16.1
2	Field & Stream	10.85	8.6
3	Bassmaster	10.02	92.9
4	Guns and Ammo	8.74	11.6
5	Outdoor Life	8.74	-4.3
6	Peterson's Hunting	5.28	NE
7	Shooting Times	4.34	2.4

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*			% Chg CrUnRv
1	Shooting Times	14.47	7.1
2	Guns and Ammo	11.35	4.1
3	Peterson's Hunting	10.69	NE
4	Sports Afield	10.42	7.0
5	Outdoor Life	7.67	18.3
6	Bassmaster	7.00	0.0
7	Field & Stream	6.93	7.3

Growth *(1980 vs. 1979)*		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Bassmaster	60.3	121.6	14.9	0.0
2	Sports Afield	24.2	29.1	22.5	14.4
3	Guns and Ammo	7.4	11.7	11.1	-2.0
4	Shooting Times	7.2	3.6	30.6	-1.7
5	Field & Stream	6.9	7.4	3.0	24.7
6	Outdoor Life	5.3	-4.1	20.2	12.9
7	Peterson's Hunting	NE	NE	NE	NE

Field & Stream is published for the outdoor sportsman and his family. Features and departments emphasize the main thrust of the magazine: hunting and fishing. Emphasis is on the how-to and where-to-go for beginners and experts. Associated activities and departments devoted to conservation, camping, boating, gun dogs, recreational vehicles, humor and new products are featured in each issue.

Research Studies Available: Field & Stream Leisure Time Survey, 1979, Leslie A. Rifkin & Associates; Reader Panel Market Survey.

Guns & Ammo

Petersen Publishing Co. (213) 657-5100
Publisher: Richard Fay **Advertising Director:** Jim P. Walsh

Guns & Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Research Studies Available: Contact Publisher

Outdoor Life

Times Mirror Magazines, Inc. (212) 487-3000
Publisher: Louis George Pepe

Outdoor Life is edited for the active sportsman and his outdoor oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsman. Regularly covered subjects include: hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the sport.

Research Studies Available: Contact Publisher

Petersen's Hunting

Petersen Publishing Company (213) 657-5100
Publisher: Ken Elliot **Advertising Director:** Jim P. Walsh

Petersen's Hunting is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vechicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Research Studies Available: Contact Publisher

Shooting Times

P.J.S. Publications (309) 682-6626
Publisher: Jerry Constantino **Advertising Director:** Don Hartzell

Shooting Times magazine is edited for the gun enthusiast, both experienced and novice. Guns and shooting activities in the shooting sports are covered. Articles are semi-technical, covering handguns, rifles, shotguns, muzzleloading, hunting: varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles and shotguns. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting Q&A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.

Research Studies Available: Contact Publisher

Sports Afield

Hearst Publishing Co, Inc. (212) 262-8852
Publisher: Alan Waxenberg **Advertising Director:** Hastings Ross

Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vechicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage on seasonal activities, with emphasis on where and how.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates
NE = Not Estimated

General interest: humanities and the world

Among 1980 consumer markets, the Gen. Interest (Humanities) market ranked 12th in total revenue, 15th in advertising revenue, 21st in advertising pages, and 7th in total circulation. This market comprises 2.9% of all measured consumer titles, and 3.8% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 16.4 million, or 4.9% of all measured consumer magazine circulation.

The following percentages show the 1980 Gen. Interest (Humanities) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Gen. Interest (Humanities) market with growth overall. Total revenue up 16.9% (7.7%), ad rev. up 22.5% (7.3%), ad pages up 3.8% (3.9%), circ. up 3.5% (2.7%), sub rev. up 14.4% (13.2%), newsstand rev. up 14.1% (-1.5%) market gross unit rev. up 13.0% (8.6%).

	Total Revenue	($000)	% Chg Tot Rv	Mrkt Shr %
1	National Geographic	139,858	8.9	49.6
2	Life	47,025	27.3	16.7
3	Smithsonian	42,522	17.6	15.1
4	Psychology Today	24,779	3.7	8.8
5	Geo	11,563	297.1	4.1
6	Natural History	8,416	14.3	3.0
7	Quest	4,307	1.8	1.5
8	Next	3,679	NE	1.3
	Total	282,149		

	Advertising Revenue	($000)	%Chg Ad Rv	Mrkt Shr %
1	National Geographic	31,593	5.2	34.7
2	Smithsonian	19,635	36.4	21.6
3	Life	19,166	45.5	21.1
4	Psychology Today	13,847	5.1	15.2
5	Natural History	2,836	7.2	3.1
6	Geo	1,700	232.0	1.9
7	Quest	1,652	19.9	1.8
8	Next	501	NE	0.6
	Total	90,930		

	Subscription Revenue	($000)	% Chg Sub Rv	Mrkt Shr %
1	National Geographic	108,214	10.3	62.9
2	Smithsonian	22,868	5.2	13.3
3	Life	13,644	24.8	7.9
4	Geo	9,438	293.2	5.5
5	Psychology Today	8,339	1.0	4.8
6	Natural History	5,329	16.1	3.1
7	Quest	2,215	-14.5	1.3
8	Next	2,098	NE	1.2
	Total	172,145		

	Newsstand Revenue	($000)	%Chg NewsRv	Mrkt Shr %
1	Life	14,214	10.8	74.5
2	Psychology Today	2,593	4.8	13.6
3	Next	1,080	NE	5.7
4	Quest	440	69.0	2.3
5	Geo	425	999.9	2.2
6	Natural History	251	94.5	1.3
7	National Geographic	51	NE	0.3
8	Smithsonian	19	NE	0.1
	Total	19,073		

	Ad Pages		%Chg Ad Pg	Mrkt Shr %
1	Smithsonian	965	18.3	25.6
2	Psychology Today	713	-2.9	18.9
3	Life	655	0.0	17.4
4	Natural History	424	-2.0	11.2
5	National Geographic	379	-2.1	10.0
6	Quest	293	8.5	7.8
7	Geo	216	68.8	5.7
8	Next	128	NE	3.4
	Total	3,773		

	Average Circulation		%Chg Circ	Mrkt Shr %
1	National Geographic	10,560,885	2.2	64.5
2	Smithsonian	1,897,491	4.6	11.6
3	Life	1,364,816	2.5	8.3
4	Psychology Today	1,171,355	-0.5	7.2
5	Natural History	461,066	-1.8	2.8
6	Quest	343,253	13.2	2.1
7	Next	300,000	0.0	1.8
8	Geo	271,020	171.0	1.7
	Total	16,369,886		

(continued...)

Note: Next and Quest discontinued publication in 1981.

Geo

Gruner & Jahr USA, Inc. (212) 223-0001
Publisher: Peter G. Diamandis **Advertising Director:** Potter Crolius

Geo aims to present reports by photographers and writers insight and information on national or international issues or phenomena whether they be political, anthropological, scientific or ecological in nature.

Research Studies Available: Contact Publisher

Life

Time Inc. (212) 841-3144

Publisher: Charles A. Whittingham **Advertising Director:** Charles Rubens II

Life shows the world through photojournalism. Its subjects are varied and explore the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.

Research Studies Available: 1980 LIFE Automotive Follow-up Study, Globe Research Corp.

National Geographic

National Geographic Society (212) 974-1700

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Geo	42.66	46.5
2	Life	34.46	24.3
3	Smithsonian	22.41	12.4
4	Psychology Today	21.15	4.1
5	Natural History	18.25	16.4
6	National Geographic	13.24	6.5
7	Quest	12.55	-10.0
8	Next	12.26	NE

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Life	14.04	42.0
2	Psychology Today	11.82	5.6
3	Smithsonian	10.35	30.4
4	Geo	6.27	22.5
5	Natural History	6.15	9.2
6	Quest	4.81	5.9
7	National Geographic	2.99	2.9
8	Next	1.67	NE

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	Geo	36.39	51.6
2	Life	20.41	14.4
3	Natural History	12.10	20.4
4	Smithsonian	12.06	0.5
5	Next	10.59	NE
6	National Geographic	10.25	-7.6
7	Psychology Today	9.33	2.3
8	Quest	7.73	-17.8

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NewsRv
1	Geo	297.1	232.0	293.2	999.9
2	Life	27.3	45.5	24.8	10.8
3	Smithsonian	17.6	36.4	5.2	-16.8
4	Natural History	14.3	7.2	16.1	94.5
5	National Geographic	8.9	5.2	10.3	-84.1
6	Psychology Today	3.7	5.1	1.0	4.8
7	Quest	1.8	19.9	-14.5	69.0
8	Next	0.0	0.0	0.0	NE

Publisher: Gilbert Grosvenor **Advertising Director:** James L. Till

The National Geographic is the magazine of the National Geographic Society.

Research Studies Available: Analyses of the 1977 National Travel Survey, 1977 Census of Transportation, U.S. Dept. of Commerce; Analyses of BLS Consumer Expenditures on Consumer Durables and Non-Durables by Household Income Quintiles 1972 - 1974, 2 Volumes; How Executives of America's Top 500 Corporations View Corporate Advertising, by Dr. Joseph Chasin and Dr. William S. Sachs, St. John's University, N.Y.; How Companies Evaluate their Corporate Advertising, by Dr. Joseph Chasin and Dr. William S. Sachs, St. John's University, NY.; Market Profiles by Index Penetration in 40 Zip Code Clusters - Claritas Clusters/3 years SMRB.

Natural History

American Museum of Natural History (212) 826-9467
Publisher: David D. Ryus **Advertising Director:** Katherine Jose

Natural History is edited for the layman, and it provides information on conservation, the natural world, and the human environment. Articles, drawn from the social as well as the natural sciences, and illustrated heavily with photographs and drawings cover a wide range of individual topics from wildlife, foreign lands and people, to urban problems. Regular features include a 'Naturalist At Large column and book reviews.

Research Studies Available: PRIZM studies of SMRB products & R.L. Polk data for automobiles that have been made.

Next

International Thomson (212) 599-1840
Publisher: Stephen M. Blacker **Advertising Director:** Jeff Diskin

Next contains articles concerning the near-term future, covering relevant topics that affect the life and lives of people, including but not limited to politics, arts, finance and medicine.

Research Studies Available: Contact Publisher

Psychology Today

Ziff Davis Publishing Co. (212) 725-3900
Publisher: Gerald G. Hotchkiss **Advertising Director:** Donald H. Reis

Psychology Today is edited to present scientifically accurate psychological information in language meaningful to the educated layman. It covers personal, family and organizational interests from the viewpoint of why people behave as they do. Special attention is given to the graphic presentation of editorial material. Regular features include book reviews, editorials, interviews, bibliographies and biographical sketches of contributors.

Research Studies Available: Psychology Today 1979 Automotive Survey, MPI Marketing Research

Quest/81

Ambassador Intl. Cultural Fndn. (212) 246-3010
Publisher: Lewis W. Gillenson **Advertising Director:** George K. Smith

Quest/81 is dedicated to the pursuit of excellence and the expansion of human possibilities. Articles concern gifted, vivid, adventuresome men and women, famous or obscure - who encourage us to live as fully as possible. Feature articles present mastery in various fields, from art to humor, sports to science, and include adventures, explorations, photo essays, fiction, interviews with accomplished people, positive solutions to social issues, reviews covering books, laws, buildings, inventions, scientific discoveries, useful products, travel opportunities.

Research Studies Available: Contact Publisher

Smithsonian

Smithsonian Institute (202) 357-2888
Publisher: Joseph T. Bonsignore **Advertising Director:** Thomas H. Black

Smithsonian involves itself with Man's cultural intellectual, social and physical environment. It is the editor's view that is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology, to art history, nature and leisure activities. Editors approach serious problems on a more pragmatic than idealogical basis. Less serious subjects are treated with a light, often humorous touch avoiding the ponderous.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates
NE = Not Estimated

General Interest: literature and commentary

Among 1980 consumer markets, the Gen. Interest (Literature) market ranked 7th in total revenue, 8th in advertising revenue, 7th in advertising pages. and 5th in total circulation. This market comprises 4.0% of all measured consumer titles, and 5.9% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 24.3 million, or 7.3% of all measured consumer magazine circulation.

The following percentages show the 1980 Gen. Interest (Literature) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Gen. Interest (Literature) market with growth overall. Total revenue up 3.0% (7.7%), ad rev. down 7.7% (7.3%), ad pages down 7.8% (3.9%), circ. up 0.3% (2.7%), sub rev. up 13.2% (13.2%), newsstand rev. up 8.7% (-1.5%) market gross unit rev. up 2.8% (8.6%).

Total Revenue

		($000)	% Chg TotRv
1	Reader's Digest	261,205	3.7
2	The New Yorker	60,989	18.1
3	Ebony	33,120	14.9
4	Rolling Stone	24,064	5.8
5	Esquire	15,475	-6.3
6	Book Digest	11,864	-4.1
7	Saturday Review	10,284	1.3
8	The Atlantic	8,484	36.7
9	Saturday Evening Post	8,188	-10.3
10	Harper's	6,906	20.0
11	TWA Ambassador	4,438	4.6
	Total	445,017	

Advertising Revenue

		($000)	% Chg Ad Rv
1	Reader's Digest	94,056	-8.4
2	The New Yorker	48,095	19.6
3	Ebony	17,576	10.9
4	Rolling Stone	10,657	0.2
5	Esquire	6,944	-18.4
6	TWA Ambassador	4,438	4.6
7	Book Digest	3,446	-39.4
8	Saturday Review	2,976	-23.3
9	The Atlantic	2,332	8.3
10	Harper's	2,097	-2.7
11	Saturday Evening Post	1,766	19.6
	Total	194,383	

Subscription Revenue

		($000)	% Chg SubRv
1	Reader's Digest	149,196	11.6
2	Ebony	11,231	12.4
3	The New Yorker	10,592	14.3
4	Book Digest	8,294	29.6
5	Saturday Review	7,228	19.0
6	Esquire	6,354	3.2
7	The Atlantic	5,575	60.5
8	Rolling Stone	4,313	11.1
9	Harper's	4,242	40.5
10	Saturday Evening Post	3,813	-12.9
11	TWA Ambassador	0	0.0
	Total	210,838	

Newsstand Revenue

		($000)	% Chg NwsRv
1	Reader's Digest	17,953	15.8
2	Rolling Stone	9,094	10.7
3	Ebony	4,313	44.5
4	Saturday Evening Post	2,610	-20.4
5	The New Yorker	2,302	7.2
6	Esquire	2,178	17.7
7	The Atlantic	577	-0.7
8	Harper's	568	-2.1
9	Book Digest	124	-57.6
10	Saturday Review	81	-58.5
11	TWA Ambassador	0	0.0
	Total	39,800	

Ad Pages

			%Chg AdPg
1	The New Yorker	4,223	1.1
2	Reader's Digest	1,165	-16.5
3	Rolling Stone	984	-15.7
4	Ebony	962	-2.0
5	TWA Ambassador	622	-8.9
6	Esquire	488	-20.8
7	Saturday Review	454	-28.8
8	Saturday Evening Post	419	9.7
9	The Atlantic	388	-1.3
10	Book Digest	380	-19.3
11	Harper's	351	-13.3
	Total	10,436	

Average Circulation

			% Chg Circ.
1	Reader's Digest	18,045,968	0.3
2	Ebony	1,278,907	0.9
3	Book Digest	909,708	-10.7
4	Rolling Stone	695,735	3.5
5	Esquire	651,908	-0.6
6	Saturday Evening Post	563,996	-14.6
7	Saturday Review	508,403	-2.7
8	The New Yorker	502,377	0.6
9	The Atlantic	491,484	45.0
10	Harper's	352,584	17.3
11	TWA Ambassador	295,000	-17.6
	Total	24,296,070	

(continued...)

Figures are FOLIO estimates

General interest: literature and commentary *(continued)*

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*			% Chg GrUnRv
1	The New Yorker	121.40	17.4
2	Rolling Stone	34.59	2.2
3	Ebony	25.90	13.8
4	Esquire	23.73	-5.7
5	Saturday Review	20.23	4.2
6	Harper's	19.59	2.3
7	The Atlantic	17.26	-5.7
8	TWA Ambassador	15.04	26.9
9	Saturday Evening Post	14.52	5.1
10	Reader's Digest	14.47	3.4
11	Book Digest	13.04	7.3

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*			% Chg AdUnRv
1	The New Yorker	95.73	18.9
2	Rolling Stone	15.32	-3.2
3	TWA Ambassador	15.04	26.9
4	Ebony	13.74	9.8
5	Esquire	10.65	-17.9
6	Harper's	5.95	17.0
7	Saturday Review	5.85	-21.2
8	Reader's Digest	5.21	-8.7
9	The Atlantic	4.75	-25.3
10	Book Digest	3.79	-32.1
11	Saturday Evening Post	3.13	40.1

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*			% Chg CrUnRv
1	The New Yorker	25.67	12.3
2	Rolling Stone	19.27	7.0
3	Saturday Review	14.38	19.9
4	Harper's	13.64	13.9
5	Esquire	13.09	7.2
6	The Atlantic	12.52	4.7
7	Ebony	12.15	18.7
8	Saturday Evening Post	11.39	-1.7
9	Book Digest	9.25	40.8
10	Reader's Digest	9.26	11.7
11	TWA Ambassador	0.00	0.0

Growth *(1980 vs. 1979)*		% Chg Tot Rv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	The Atlantic	36.7	8.3	60.5	-0.7
2	Harper's	20.0	-2.7	40.5	-2.1
3	The New Yorker	18.1	19.6	14.3	7.2
4	Ebony	14.9	10.9	12.4	44.5
5	Rolling Stone	5.8	0.2	11.1	10.7
6	TWA Ambassador	4.6	4.6	0.0	0.0
7	Reader's Digest	3.7	-8.4	11.6	15.8
8	Saturday Review	1.3	-23.3	19.0	-58.5
9	Book Digest	-4.1	-39.4	29.6	-57.6
10	Esquire	-6.3	-18.4	3.2	17.7
11	Saturday Evening Post	-10.3	19.6	-12.9	-20.4

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

The Atlantic

The Atlantic Monthly (617) 536-9500
Publisher: Bruce W. Gray **Advertising Director:** Barbara Raskin

The Atlantic is edited for readers who are concerned with the world about them. Its editorial ranges from foreign policy to the works of young poets, and includes politics, business and economics, medicine and science, education, entertainment, books, music and travel.

Research Studies Available: Contact Publisher

Book Digest

Book Digest Magazine (212) 397-1560
Publisher: Francis X. Dealy,Jr. **Advertising Director:** Roger A. Steckler

Book Digest features articles of general interest taken from recently published books covering a wide variety of subjects including politics, history, personalities, psychology, sports, sociology, entertainment, travel, etc. Excerpts are in the authors' own words and style. Articles are illustrated. In addition, the magazine includes such regular features as interviews, people in the news, color portfolios, etc.

Research Studies Available: Contact Publisher

Ebony

Johnson Publishing Co. (312) 322-9200
Publisher: John Johnson **Advertising Director:** Lincoln T. Hudson

Ebony is a Black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include 'Speaking of People,' 'Fashion Fair,' 'Photo-Editorial,' 'Sounds' (record review), 'Ebony Book Shelf,' and 'Date with a Dish' (culinary art). The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Research Studies Available: Contact Publisher

Esquire

Esquire (212) 561-8100
Publisher: Christopher Whittle **Advertising Director:** Alan Greenberg

Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects: business, media, health and fitness, sports and the arts. Also fashion, personal

(Continued on page 311)

Figures are FOLIO estimates

Home service

Among 1980 consumer markets, the Home Service market ranked 6th in total revenue, 6th in advertising revenue, 4th in advertising pages, and 6th in total circulation. This market comprises 7.0% of all measured consumer titles, and 6.1% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 21.1 million, or 6.4% of all measured consumer magazine circulation.

The following percentages show the 1980 Home Service market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Home Service market with growth overall. Total revenue up 7.9% (7.7%), ad rev. up 4.5% (7.3%), ad pages down 2.1% (3.9%), circ. up 5.3% (2.7%), sub rev. up 12.3% (13.2%), newsstand rev. up 13.8% (-1.5%) market gross unit rev. up 2.6% (8.6%).

	Total Revenue	($000)	% Chg TotRv
1	Better Homes & Gardens	162,909	0.2
2	Southern Living	53,095	5.8
3	Sunset	39,280	4.4
4	House & Garden	38,488	8.5
5	Architectural Digest	27,500	26.3
6	House Beautiful	27,969	10.7
7	Organic Gardening	19,242	26.6
8	Metropolitan Home	14,985	13.4
9	1001 Home Ideas	14,779	37.6
10	The Family Handyman	12,636	41.6
11	Colonial Homes	8,036	48.3
12	Country Living	5,338	NE
13	Blair & Ketchum's CJ	4,847	30.6
14	Early American Life	4,891	24.2
15	Home (Hudson Home)	4,476	NE
16	Houston Home/Garden	4,828	25.9
17	New Shelter	4,473	NE
18	Capper's Weekly	3,894	16.1
19	Flower & Garden	3,239	-13.2
	Total	454,910	

	Advertising Revenue	($000)	% Chg Ad Rv
1	Better Homes & Gardens	94,004	0.2
2	Southern Living	30,617	0.2
3	Sunset	26,978	2.5
4	House & Garden	26,735	8.7
5	House Beautiful	16,922	4.3
6	Architectural Digest	12,854	30.0
7	Metropolitan Home	9,111	11.1
8	Organic Gardening	6,199	11.4
9	The Family Handyman	4,515	43.2
10	Houston Home/Garden	3,490	31.5
11	Colonial Homes	2,306	62.8
12	1001 Home Ideas	2,055	-10.6
13	Blair & Ketchum's CJ	2,046	38.7
14	Home (Hudson Home)	1,836	0.0
15	Flower & Garden	1,256	11.2
16	Early American Life	1,021	-1.2
17	New Shelter	887	0.0
18	Country Living	678	0.0
19	Capper's Weekly	635	2.8
	Total	244,145	

	Subscription Revenue	($000)	% Chg SubRv
1	Better Homes & Gardens	58,341	-2.9
2	Southern Living	20,336	15.5
3	Organic Gardening	12,887	36.2
4	1001 Home Ideas	11,215	59.7
5	Architectural Digest	10,527	21.9
6	Sunset	10,475	6.8
7	The Family Handyman	7,640	43.6
8	House Beautiful	6,243	42.3
9	House & Garden	5,582	14.0
10	Metropolitan Home	4,323	8.6
11	Early American Life	3,653	33.5
12	New Shelter	3,393	NE
13	Capper's Weekly	3,259	19.2
14	Colonial Homes	3,064	74.8
15	Blair & Ketchum's CJ	2,412	25.3
16	Flower & Garden	1,914	-24.2
17	Houston Home/Garden	911	20.3
18	Country Living	688	NE
19	Home (Hudson Home)	300	NE
	Total	167,163	

	Newsstand Revenue	($000)	% Chg NwsRv
1	Better Homes & Gardens	10,563	21.1
2	House & Garden	6,171	3.3
3	House Beautiful	4,734	3.4
4	Architectural Digest	4,118	26.8
5	Country Living	3,973	0.0
6	Colonial Homes	2,672	18.6
7	Home (Hudson Home)	2,340	NE
8	Southern Living	2,143	5.3
9	Sunset	1,827	22.6
10	Metropolitan Home	1,551	49.4
11	1001 Home Ideas	1,509	6.4
12	The Family Handyman	481	6.9
13	Houston Home/Garden	421	0.9
14	Blair & Ketchum's CJ	389	26.0
15	Early American Life	217	28.4
16	New Shelter	198	NE
17	Organic Gardening	157	-6.8
18	Flower & Garden	69	-6.7
19	Capper's Weekly	0	NE
	Total	43,533	

(continued...)

Figures are Folio estimates
NE = Not Estimated

Ad Pages

			% Chg AdPgs
1	Sunset	1,608	-5.7
2	Better Homes & Gardens	1,525	-9.3
3	House & Garden	1,420	0.2
4	Southern Living	1,410	-9.6
5	Architectural Digest	1,375	18.6
6	Houston Home/Garden	1,315	-2.8
7	House Beautiful	1,139	-4.0
8	Organic Gardening	947	1.1
9	Metropolitan Home	671	2.1
10	The Family Handyman	604	1.3
11	Blair & Ketchum's CJ	560	-1.1
12	Home (Hudson Home)	446	NE
13	Flower & Garden	353	11.7
14	Colonial Homes	324	21.8
15	New Shelter	319	NE
16	1001 Home Ideas	280	-6.7
17	Capper's Weekly	264	-31.3
18	Early American Life	257	7.1
19	Country Living	144	NE
	Total	14,961	

Average Circulation

			% Chg Circ
1	Better Homes & Gardens	8,055,040	0.0
2	Southern Living	1,799,493	-0.1
3	Sunset	1,411,495	1.3
4	Organic Gardening	1,335,699	9.6
5	1001 Home Ideas	1,105,546	26.6
6	House & Garden	1,088,424	7.8
7	The Family Handyman	1,028,582	9.8
8	House Beautiful	899,617	1.6
9	Metropolitan Home	824,606	7.2
10	Colonial Homes	541,269	30.2
11	Flower & Garden	508,177	0.5
12	Architectural Digest	491,497	10.8
13	Capper's Weekly	416,610	-0.7
14	Country Living	408,555	NE
15	New Shelter	394,590	NE
16	Early American Life	355,377	5.8
17	Blair & Ketchum's CJ	224,630	14.5
18	Home (Hudson Home)	130,000	NE
19	Houston Home/Garden	79,247	7.6
	Total	21,098,454	

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

			% Chg GrUnRv
1	Houston Home/Garden	60.92	17.0
2	Architectural Digest	55.95	13.9
3	House & Garden	35.36	0.7
4	Home (Hudson Home)	34.43	NE
5	House Beautiful	31.09	9.0
6	Southern Living	29.51	5.9
7	Sunset	27.83	3.1
8	Blair & Ketchum's CJ	21.58	14.1
9	Better Homes & Gardens	20.22	0.1
10	Metropolitan Home	18.17	5.8
11	Colonial Homes	14.85	13.9
12	Organic Gardening	14.41	15.6
13	Early American Life	13.76	17.4
14	1001 Home ideas	13.37	8.7
15	Country Living	13.07	NE
16	The Family Handyman	12.29	28.9
17	New Shelter	11.35	NE
18	Capper's Weekly	9.35	17.0
19	Flower & Garden	6.37	-13.6

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg AdUnRv
1	Houston Home/Garden	44.12	22.2
2	Architectural Digest	26.15	17.3
3	House & Garden	24.56	0.8
4	Sunset	19.11	1.2
5	House Beautiful	18.89	2.6
6	Southern Living	17.01	0.3
7	Home (Hudson Home)	14.12	NE
8	Better Homes & Gardens	11.67	0.2
9	Metropolitan Home	11.50	3.7
10	Blair & Ketchum's CJ	9.11	21.1
11	Organic Gardening	4.64	1.7
12	The Family Handyman	4.39	30.4
13	Colonial Homes	4.25	25.0
14	Early American Life	2.87	-6.6
15	Flower & Garden	2.47	10.6
16	New Shelter	2.25	NE
17	1001 Home Ideas	1.87	-29.4
18	Country Living	1.66	NE
19	Capper's Weekly	1.52	3.5

(continued)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Americana, Country Gentleman, Family Health, How To, Texas Homes.*

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Architectural Digest

Knapp Communications Corp. (213) 937-4740
Publisher: George Osterich Advertising Director: Michael Stanko

Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Research Studies Available: Survey of Adults and Markets of Af-

Figures are FOLIO estimates
NE = Not Estimated

Home service (continued)

Circulation Unit Revenue
(Circ. rev. + avg. circ.)

			% Chg CrUnRv
1	ArchitecturalDigest	29.80	11.2
2	Home (Hudson Home)	20.31	NE
3	Houston Home/Garden	16.81	5.3
4	Blair & Ketchum's CJ	12.47	9.4
5	Southern Living	12.49	14.5
6	House Beautiful	12.20	20.5
7	1001 Home Ideas	11.51	19.0
8	Country Living	11.41	NE
9	Early American Life	10.89	25.9
10	House & Garden	10.80	0.3
11	Colonial Homes	10.60	10.0
12	Organic Gardening	9.77	23.6
13	New Shelter	9.10	NE
14	Sunset	8.72	7.5
15	Better Homes & Gardens	8.55	0.1
16	The Family Handyman	7.90	28.2
17	Capper's Weekly	7.82	20.0
18	Metropolitan Home	7.12	9.2
19	Flower & Garden	3.90	-24.1

Growth
(1980 vs. 1979)

		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Colonial Homes	48.3	62.8	74.8	18.6
2	The Family Handyman	41.6	43.2	43.6	6.9
3	1001 Home Ideas	37.6	-10.6	59.7	6.4
4	Blair & Ketchum's CJ	30.6	38.7	25.3	26.0
5	Organic Gardening	26.6	11.4	36.2	-6.8
6	Architectural Digest	26.3	30.0	21.9	26.8
7	Houston Home/Garden	25.9	31.5	20.3	0.9
8	Early American Life	24.2	-1.2	33.5	28.4
9	Capper's Weekly	16.1	2.8	19.2	0.0
10	Metropolitan Home	13.4	11.1	8.6	49.4
11	House Beautiful	10.7	4.3	42.3	3.4
12	House & Garden	8.5	8.7	14.0	3.3
13	Southern Living	5.8	0.2	15.5	5.3
14	Sunset	4.4	2.5	6.8	22.6
15	Better Homes & Gardens	0.2	0.2	-2.9	21.1
16	Country Living	NE	NE	NE	NE
17	Home (Hudson Home)	NE	NE	NE	NE
18	New Shelter	NE	NE	NE	NE
19	Flower & Garden	-13.2	11.2	-24.2	-6.7

fluence, Monroe Mendelsohn, 1980 & 1981; Attitudes of the Affluent Market, Yankelovich, Skelly & White, 1981.

Better Homes & Gardens

Meredith Corporation (212) 557-2544
Publisher: J. Wesley Silk

Better Homes & Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes & Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new-product information and shopping.

Research Studies Available: Contact Publisher

Blair & Ketchum's Country Journal

Country Journal Publ.Co.Inc. (802) 257-1321
Publisher: William S. Blair **Advertising Director:** Steven Lembke

Blair & Ketchum's Country Journal is a magazine about country living written with today's active homeowner in mind. Primarily directed at residents of the northeast, Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Research Studies Available: Home Building, Repair & Remodeling, Beta Research, Fall 1980; Woodburning, Beta Research, Spring 1979.

Capper's Weekly

Capper's Weekly (913) 295-1102
Publisher: E. Van Anderson **Advertising Director:** Keith Chartier

Capper's Weekly is edited for residents in small towns and rural areas in the midwest region. Newspaper features news in brief and human interest articles, a women's section titled 'Heart of the Home' (in which readers express anonymous opinions on family and feminine subjects) patterns, food articles and reader recipes. Other editorial pages contain a serial story, humor column of reader supplied content, reader letters on the 'opinion' page and a gardening column.

Research Studies Available: Home Crafts, Beldon & Assoc.; Lawn & Garden Equipment, Beldon & Assoc.; Major Appliances, Beldon & Assoc.; Travel, Beldon & Assoc.; Food, Beldon & Assoc.; Farm Market, Beldon & Assoc.; Pet Care, Beldon & Assoc.; Religious or Club Activities, Beldon & Assoc.; Music, Beldon & Assoc.; Sewing, Beldon & Assoc.; Health & Exercise, Beldon & Assoc.

Colonial Homes

Hearst Publications (212) 935-2734
Publisher: Russell S. Jackson **Advertising Director:** Carl J. Portale

Colonial Homes is edited for the reader who wants to create an environment that reflects America's heritage - the classic house designs and style of home furnishings. The majority of editorial content concerns building and remodeling ideas, furniture and furnishings including fabrics. Also features accessories and tabletop products; gardening ideas; early American crafts that show readers how to reproduce articles or designs; what to look for in collectibles and antiques; food and travel as it relates to early American enthusiasts.

Research Studies Available: Colonial Homes/Yankelovich Study, Available August 1981.

Country Living

Hearst Publications (212) 262-6259
Publisher: Ron Galotti **Advertising Director:** Ron Galotti

Country Living is a home magazine edited for suburban or country dwellers, who want to recreate the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to building a log cabin or installing a woodburning stove. Country cooking, home entertainment, decorating, crafts and how-tos, gardening and house plans to buy are included in each issue. Regular contributors write on wine selections, furniture refinishing, and home remodeling. Previews of products available in today's market to create a country 'look' are also featured.

Research Studies Available: Contact Publisher

Early American Life

Early American Society, Inc. (717) 255-7710
Advertising Director: Vaughn E. Clark

Early American Life features articles on subjects relating to the arts,

(Continued on page 312)

Inflight

Among 1980 consumer markets, the Inflight market ranked 31st in total revenue, 24th in advertising revenue, 18th in advertising pages, and 27th in total circulation. This market comprises 1.8% of all measured consumer titles, and 0.3% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 1.4 million, or 0.4% of all measured consumer magazine circulation.

The following percentages show the 1980 Inflight market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Inflight market with growth overall. Total revenue down 1.5% (7.7%), ad rev. down 1.5% (7.3%), ad pages down 8.1% (3.9%), circ. down 6.9% (2.7%), market gross unit rev. up 6.0 % (8.6%).

Total Revenue

		($000)	% Chg TotRv	Mrkt Shr %
1	United Mainliner	7,068	-10.7	28.4
2	American Way	5,341	27.7	21.5
3	Eastern Review	4,821	-14.7	19.4
4	TWA Ambassador	4,438	4.6	17.8
5	Pan Am Clipper	3,199	NE	12.9
	Total	24,867		

Advertising Revenue

		($000)	% Chg Ad Rv	Mrkt Shr %
1	United Mainliner	7,068	-10.7	28.4
2	American Way	5,341	27.7	21.5
3	Eastern Review	4,821	-14.7	19.4
4	TWA Ambassador	4,438	4.6	17.8
5	Pan Am Clipper	3,199	NE	12.9
	Total	24,867		

Ad Pages

			%Chg Ad Pg	Mrkt Shr %
1	United Mainliner	1,059	-8.4	27.2
2	Eastern Review	871	-13.0	22.4
3	American Way	740	-0.1	19.0
4	TWA Ambassador	622	-8.9	16.0
5	Pan Am Clipper	597	NE	15.4
	Total	3,889		

Average Circulation

			% Chg Circ.	Mrkt Shr %
1	United Mainliner	314,315	-1.8	22.9
2	Eastern Review	295,125	-5.6	21.5
3	TWA Ambassador	295,000	-17.6	21.5
4	American Way	250,000	0.0	18.2
5	Pan Am Clipper	219,400	NE	16.0
	Total	1,373,840		

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

			% Chg GrUnRv
1	United Mainliner	22.49	-9.1
2	American Way	21.36	27.7
3	Eastern Review	16.34	-9.6
4	TWA Ambassador	15.04	26.9
5	Pan Am Clipper	14.58	NE

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg AdUnRv
1	United Mainliner	22.49	-9.1
2	American Way	21.36	27.7
3	Eastern Review	16.34	-9.6
4	TWA Ambassador	15.04	26.9
5	Pan Am Clipper	14.58	0.0

Growth
(1980 vs. 1979)

			% Chg Ad Rv	% Chg SubRv	% Chg NewsRv
1	American Way	27.7	27.7	0.0	0.0
2	TWA Ambassador	4.6	4.6	0.0	0.0
3	Pan Am Clipper	0.0	0.0	0.0	0.0
4	United Mainliner	-10.7	-10.7	0.0	0.0
5	Eastern Review	-14.7	-14.7	0.0	0.0

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Continental Extra, Hughes Airwest Sundancer, Ozark Flightime, The Texas Flyer, USair Magazine*; and 15 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

(Continued on page 150)

Lifestyle: dual audience

The following percentages show the 1980 Lifestyle Dual Audience market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Lifestyle Dual Audience market with growth overall. Total revenue up 8.0% % (7.7%), ad rev. up 8.8% (7.3%), ad pages down 4.9% (3.9%), circ. down 4.8% (2.7%), sub rev. up 6.7% (13.2%), newsstand rev. up 9.0% (-1.5%) market gross unit rev. up 13.4% (8.6%).

Among 1980 consumer markets, the Lifestyle Dual Audience market ranked 11th in total revenue, 10th in advertising revenue, 3rd in advertising pages, and 9th in total circulation. This market comprises 6.2% of all measured consumer titles, and 4.4% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 14.4 million, or 4.3% of all measured consumer magazine circulation.

	Total Revenue	($000)	% Chg TotRv
1	Prevention	36,006	10.2
2	Money	30,239	17.3
3	New York	28,832	17.3
4	Architectural Digest	27,500	26.3
5	Bon Appetit	25,480	28.9
6	Psychology Today	24,779	3.7
7	Travel & Leisure	24,541	17.8
8	Organic Gardening	19,242	26.6
9	Mother Earth News	17,291	38.1
10	Gourmet	16,746	18.0
11	Metropolitan Home	14,985	13.4
12	Yankee	14,398	23.0
13	Town & Country	13,408	29.3
14	Forum	11,547	-17.1
15	High Times	11,536	32.5
16	Cuisine	10,376	10.6
17	Blair & Ketchum's CJ	4,847	30.6
	Total	331,753	

	Advertising Revenue	Advt $ Rev.	% Chg Ad Rv
1	New York	18,303	8.2
2	Travel & Leisure	15,033	15.5
3	Money	14,822	32.6
4	Psychology Today	13,847	5.1
5	Architectural Digest	12,854	30.0
6	Bon Appetit	12,146	47.8
7	Prevention	11,872	-3.4
8	Town & Country	9,481	37.3
9	Metropolitan Home	9,111	11.1
10	Gourmet	7,471	1.9
11	Organic Gardening	6,199	11.4
12	Yankee	5,100	24.8
13	Cuisine	4,464	48.3
14	Mother Earth News	3,350	33.6
15	Blair & Ketchum's CJ	2,046	38.7
16	High Times	1,300	32.0
17	Forum	NE	NE
	Total	147,399	

	Subscription Revenue	($000)	% Chg SubRv
1	Prevention	23,541	15.5
2	Money	13,222	4.4
3	Organic Gardening	12,887	36.2
4	Mother Earth News	11,004	36.6
5	Architectural Digest	10,527	21.9
6	Bon Appetit	10,114	9.2
7	Travel & Leisure	9,508	21.6
8	Psychology Today	8,339	1.0
9	New York	8,163	33.6
10	Yankee	8,111	22.5
11	Gourmet	6,753	35.5
12	Cuisine	4,981	-15.9
13	Metropolitan Home	4,323	8.6
14	Blair & Ketchum's CJ	2,412	25.3
15	Town & Country	2,256	16.7
16	Forum	686	11.8
17	High Times	585	12.0
	Total	137,412	

	Newsstand Revenue	($000)	% Chg NwsRv
1	Forum	10,860	-18.0
2	High Times	9,651	34.1
3	Architectural Digest	4,118	26.8
4	Bon Appetit	3,220	40.9
5	Mother Earth News	2,937	50.2
6	Psychology Today	2,593	4.8
7	Gourmet	2,522	34.5
8	New York	2,366	53.4
9	Money	2,194	13.7
10	Town & Country	1,671	9.2
11	Metropolitan Home	1,551	49.4
12	Yankee	1,188	19.4
13	Cuisine	931	108.2
14	Prevention	592	999.9
15	Blair & Ketchum's CJ	389	26.0
16	Organic Gardening	157	-6.8
17	Travel & Leisure	0	0.0
	Total	46,940	

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

Lifestyle: dual audience *(continued)*

	Ad Pages		% Chg AdPg
1	New York	2,226	0.0
2	Town & Country	1,502	25.3
3	Architectural Digest	1,375	18.6
4	Yankee	1,197	-7.2
5	Prevention	1,062	-17.6
6	Travel & Leisure	978	4.8
7	Organic Gardening	947	1.1
8	Money	924	13.0
9	Bon Appetit	916	12.1
10	Psychology Today	713	-2.9
11	Gourmet	692	-7.1
12	Metropolitan Home	671	2.1
13	Blair & Ketchum's CJ	560	-1.1
14	High Times	428	14.1
15	Cuisine	406	-5.4
16	Mother Earth News	373	22.7
17	Forum	NE	NE
	Total	14,970	

	Average Circulation		% Chg Circ.
1	Prevention	2,429,439	7.3
2	Organic Gardening	1,335,699	9.6
3	Bon Appetit	1,172,652	3.8
4	Psychology Today	1,171,355	-0.5
5	Mother Earth News	991,415	40.7
6	Travel & Leisure	950,807	2.2
7	Yankee	850,699	4.2
8	Money	836,240	-2.0
9	Metropolitan Home	824,606	7.2
10	Cuisine	781,066	-0.7
11	Gourmet	662,199	0.1
12	Forum	660,986	-16.1
13	Architectural Digest	491,497	10.8
14	New York	439,033	11.5
15	High Times	354,182	7.2
16	Blair & Ketchum's CJ	224,630	14.5
17	Town & Country	222,455	14.1
	Total	14,398,960	

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	New York	65.67	5.2
2	Town & Country	60.27	13.4
3	Architectural Digest	55.95	13.9
4	Money	36.16	19.7
5	High Times	32.57	23.6
6	Travel & Leisure	25.81	15.3
7	Gourmet	25.29	18.0
8	Bon Appetit	21.73	24.3
9	Blair & Ketchum's CJ	21.58	14.1
10	Psychology Today	21.15	4.1
11	Metropolitan Home	18.17	5.8
12	Forum	17.47	-1.2
13	Mother Earth News	17.44	-1.8
14	Yankee	16.93	18.1
15	Prevention	14.82	2.7
16	Organic Gardening	14.41	15.6
17	Cuisine	13.28	11.4

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Town & Country	42.62	20.4
2	New York	41.69	-3.0
3	Architectural Digest	26.15	17.3
4	Money	17.73	35.2
5	Travel & Leisure	15.81	13.1
6	Psychology Today	11.82	5.6
7	Metropolitan Home	11.50	3.7
8	Gourmet	11.28	1.9
9	Bon Appetit	10.36	42.5
10	Blair & Ketchum's CJ	9.11	21.1
11	Yankee	6.00	19.8
12	Cuisine	5.72	49.4
13	Prevention	4.89	-10.0
14	Organic Gardening	4.64	1.7
15	High Times	3.67	23.1
16	Mother Earth News	3.38	-5.1
17	Forum	NE	NE

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

Lifestyle: dual audience (continued)

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1 Architectural Digest	29.80	11.2
2 High Times	28.90	23.7
3 New York	23.98	23.3
4 Money	18.44	7.8
5 Town & Country	17.65	-0.6
6 Forum	17.47	-0.7
7 Gourmet	14.01	35.2
8 Mother Earth News	14.06	-1.0
9 Blair & Ketchum's CJ	12.47	9.4
10 Bon Appetit	11.37	11.3
11 Yankee	10.93	17.2
12 Travel & Leisure	10.00	19.0
13 Prevention	9.93	10.4
14 Organic Gardening	9.77	23.6
15 Psychology Today	9.33	2.3
16 Cuisine	7.57	-6.5
17 Metropolitan Home	7.12	9.2

Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1 Mother Earth News	38.1	33.6	36.6	50.2
2 High Times	32.5	32.0	12.0	34.1
3 Blair & Ketchum's CJ	30.6	38.7	25.3	26.0
4 Town & Country	29.3	37.3	16.7	9.2
5 Bon Appetit	28.9	47.8	9.2	40.9
6 Organic Gardening	26.6	11.4	36.2	-6.8
7 Architectural Digest	26.3	30.0	21.9	26.8
8 Yankee	23.0	24.8	22.5	19.4
9 Gourmet	18.0	1.9	35.5	34.5
10 Travel & Leisure	17.8	15.5	21.6	0.0
11 Money	17.3	32.6	4.4	13.7
12 New York	17.3	8.2	33.6	53.4
13 Metropolitan Home	13.4	11.1	8.6	49.4
14 Cuisine	10.6	48.3	-15.9	108.2
15 Prevention	10.2	-3.4	15.5	999.9
16 Psychology Today	3.7	5.1	1.0	4.8
17 Forum	-17.1	NE	11.8	-18.0

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Architectural Digest

Knapp Communications Corp. (213) 937-4740
Publisher: George Osterich **Advertising Director:** Michael Stanke

Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Research Studies Available: Survey of Adults and Markets of Affluence, Monroe Mendelsohn, 1980 & 1981; Attitudes of the Affluent Market, Yankelovich, Skelly & White, 1981.

Blair & Ketchum's Country Journal

Country Journal Publishing Co. (802) 257-1321
Publisher: William S. Blair **Advertising Director:** Steven Lembke

Blair & Ketchum's Country Journal is a magazine about country living written with today's active homeowner in mind. Primarily directed at residents of the Northeast, Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities, and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Research Studies Available: Home Building, Repair & Remodeling, Fall 1980, Beta Research; Woodburning, Spring 1980, Beta Research.

Bon Appetit

Knapp Communications (213) 937-1027
Publisher: Ernest Walker **Advertising Director:** Walter Reinhart

Bon Appetit is edited for those who relish cooking and entertaining features. Included are cooking and entertaining features, from recipes for the microwave and food processor, to kitchen tools and natural foods, recipes secured from various world chefs. Editorial focuses on recipes and serving suggestions that can be easily used for everday meal preparation as well as for the most elaborate special occasion.

Research Studies Available: Audits and Surveys Trend Setter Tracking Study on Attitudes and Behavior Patterns of a Group of Food Enthusiasts, 1981, SMRB.

Cuisine

Cuisine Magazine Inc. (212) 661-2700
Publisher: Charles D. Colletti **Advertising Director:** Michael J. Romano

Cuisine is edited for those who delight in adventurous cooking, baking, and home entertaining. Every issue of Cuisine presents a variety of food features and recipes; reviews of cookbooks; and regular columns on wines, cheeses and restaurants. Suggestions for creating unusual, memorable dinners and parties are offered on a regular basis. Other editorial areas include reports on international food and accessories; kitchen remodeling; and ideas for entertaining.

Research Studies Available: Contact Publisher

Forum

Forum International, Ltd. (212) 593-3301
Publisher: Bob Guccione **Advertising Director:** Marianne Howatson

Forum explores human relationships, sifting through an array of sexual and emotional options. Forum features articles written by sexologists and therapists, as well as an outspoken letters column. Features chronicling the cultural and social events of today appear regularly, along with interviews and case histories of human behavior.

Research Studies Available: Contact Publisher

Gourmet

Gourmet Magazine (212) 371-1330
Publisher: Jean MacAusland **Advertising Director:** Russell MacAusland

Gourmet is edited for those who are interested in the various aspects of 'good living' - i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

(Continued on page 313)

Figures are FOLIO estimates
NE = Not Estimated

Marine

Among 1980 consumer markets, the Marine market ranked 28th in total revenue, 27th in advertising revenue, 12th in advertising pages, and 29th in total circulation. This market comprises 1.5% of all measured consumer titles, and 0.4% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 635 thousand, or 0.2% of all measured consumer magazine circulation.

The following percentages show the 1980 Marine market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Marine market with growth overall. Total revenue up 22.3% (7.7%), ad rev. up 23.7% (7.3%), ad pages down 4.2% (3.9%), circ. down 0.4% (2.7%), sub rev. up 30.2% (13.2%), newsstand rev. up 5.3% (-1.5%) market gross unit rev. up 22.9% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Sail	10,683	17.1	32.2
2	Yachting	9,373	9.1	28.3
3	Boating	8,067	26.5	24.3
4	Motor Boating & Sailing	5,017	7.7	15.1
	Total	33,140		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Sail	7,092	18.5	31.6
2	Yachting	6,470	8.8	28.8
3	Boating	5,354	11.5	23.8
4	Motor Boating & Sailing	3,552	15.4	15.8
	Total	22,468		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Sail	2,091	26.5	31.8
2	Boating	2,030	106.9	30.8
3	Yachting	1,718	15.1	26.1
4	Motor Boating & Sailing	746	-20.0	11.3
	Total	6,585		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Sail	1,500	1.2	36.7
2	Yachting	1,185	2.6	29.0
3	Motor Boating & Sailing	719	10.5	17.6
4	Boating	683	14.6	16.7
	Total	4,087		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Yachting	2,073	-1.8	32.9
2	Sail	1,496	-3.4	23.7
3	Motor Boating & Sailing	1,437	-2.8	22.8
4	Boating	1,294	1.5	20.5
	Total	6,300		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Sail	178,713	3.4	28.1
2	Boating	176,563	-2.2	27.8
3	Yachting	144,827	-4.0	22.8
4	Motor Boating & Sailing	135,033	1.0	21.3
	Total	635,136		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Yachting	64.72	13.6
2	Sail	59.78	13.2
3	Boating	45.69	29.3
4	Motor Boating & Sailing	37.16	6.6

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Yachting	44.67	13.3
2	Sail	39.68	14.5
3	Boating	30.32	14.0
4	Motor Boating & Sailing	26.31	14.2

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Sail	20.09	10.7
2	Yachting	20.04	14.3
3	Boating	15.37	75.8
4	Motor Boating & Sailing	10.85	-8.3

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Boating	26.5	11.5	106.9	14.6
2	Sail	17.1	18.5	26.5	1.2
3	Yachting	9.1	8.8	15.1	2.6
4	Motor Boating & Sailing	7.7	15.4	-20.0	10.5

(Continued on page 180)

Men's entertainment

Among 1980 consumer markets, the Men's Entertainment market ranked 5th in total revenue, 14th in advertising revenue, 27th in advertising pages, and 8th in total circulation. This market comprises 6.2% of all measured consumer titles, and 7.7% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 16.1 million, or 4.9% of all measured consumer magazine circulation.

The following percentages show the 1980 Men's Entertainment market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Men's Entertainment market with growth overall. Total revenue up 6.4% (7.7%), ad rev. up 7.9% (7.3%), ad pages down 3.5% (3.9%), circ. down 5.2% (2.7%), sub rev. up 24.6% (13.2%), newsstand rev. up 3.2% (-1.5%) market gross unit rev. up 7.6% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Playboy	199,279	12.0	34.9
2	Penthouse	162,542	9.9	28.5
3	Hustler	54,299	-5.8	9.5
4	Oui	24,924	16.0	4.4
5	Club	19,656	21.0	3.4
6	Gallery	18,411	1.8	3.2
7	High Society	16,222	1.1	2.8
8	Cheri	13,876	20.1	2.4
9	Genesis	11,730	-9.6	2.1
10	Chic	9,325	-10.5	1.6
11	Velvet	9,102	-41.4	1.6
12	Club International	8,857	60.7	1.6
13	Swank	6,684	-9.7	1.2
14	Players	5,504	0.8	1.0
15	Eros	4,248	-28.2	0.7
16	Stag	3,410	-24.1	0.6
17	Adam	2,566	-19.1	0.4
	Total	570,635		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Playboy	70,248	10.5	69.9
2	Penthouse	27,764	6.6	27.6
3	Oui	2,368	19.6	2.4
	Velvet	ne	--	0.0
-	Adam	ne	--	0.0
-	Cheri	ne	--	0.0
-	Chic	ne	--	0.0
-	Club	ne	--	0.0
-	Club International	ne	--	0.0
-	Eros	ne	--	0.0
-	Gallery	ne	--	0.0
-	Genesis	ne	--	0.0
-	High Society	ne	--	0.0
-	Hustler	ne	--	0.0
-	Players	ne	--	0.0
-	Stag	ne	--	0.0
-	Swank	ne	--	0.0
	Total	100,500		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Playboy	37,533	23.6	79.7
2	Penthouse	5,599	39.9	11.9
3	Oui	1,939	31.6	4.1
4	Hustler	902	16.5	1.9
5	Gallery	338	74.2	0.7
6	Club	178	11.5	0.4
7	Chic	140	29.4	0.3
8	Adam	136	-15.5	0.3
9	Players	115	-22.1	0.2
10	High Society	114	12.2	0.2
11	Genesis	57	-4.2	0.1
12	Club International	40	-84.8	0.1
-	Cheri	0	0.0	0.0
-	Eros	0	0.0	0.0
-	Stag	0	0.0	0.0
-	Swank	0	0.0	0.0
-	Velvet	0	0.0	0.0
	Total	47,091		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Penthouse	129,179	9.6	30.5
2	Playboy	91,498	9.0	21.6
3	Hustler	53,397	-6.3	12.6
4	Oui	20,618	14.3	4.9
5	Club	19,478	21.1	4.6
6	Gallery	18,073	1.1	4.3
7	High Society	16,108	1.1	3.8
8	Cheri	13,876	20.1	3.3
9	Genesis	11,673	-9.7	2.8
10	Chic	9,185	-11.0	2.2
11	Velvet	8,982	-42.2	2.1
12	Club International	8,817	67.9	2.1
13	Swank	6,684	-9.7	1.6
14	Players	5,389	1.4	1.3
15	Eros	4,248	-28.2	1.0
16	Stag	3,410	-24.1	0.8
17	Adam	2,430	-19.3	0.6
	Total	423,045		

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

Men's entertainment *(continued)*

Ad Pages			%Chg AdPg	Mrkt Shr %
1	Playboy	1,411	-0.7	53.6
2	Penthouse	837	-7.2	31.8
3	Oui	264	16.8	10.0
-	Velvet	ne	--	4.6
-	Adam	ne	--	0.0
-	Cheri	ne	--	0.0
-	Chic	ne	--	0.0
-	Club	ne	--	0.0
-	Club International	ne	--	0.0
-	Eros	ne	--	0.0
-	Gallery	ne	--	0.0
-	Genesis	ne	--	0.0
-	High Society	ne	--	0.0
-	Hustler	ne	--	0.0
-	Players	ne	--	0.0
-	Stag	ne	--	0.0
-	Swank	ne	--	0.0
	Total	2,632		

Average Circulation			% Chg Circ.	Mrkt Shr %
1	Playboy	5,378,818	-0.3	33.6
2	Penthouse	4,416,880	-5.7	27.6
3	Hustler	1,530,879	-6.8	9.6
4	Oui	801,631	-7.4	5.0
5	Gallery	606,705	-10.3	3.8
6	Club	548,195	0.9	3.4
7	High Society	481,200	-7.9	3.0
8	Cheri	420,475	9.2	2.6
9	Genesis	348,469	-11.6	2.2
10	Chic	264,646	-10.7	1.7
11	Velvet	249,500	-43.1	1.6
12	Club International	246,509	31.8	1.5
13	Players	196,998	-4.2	1.2
14	Swank	189,447	-21.6	1.2
15	Eros	118,000	-34.2	0.7
16	Stag	113,674	-10.5	0.7
17	Adam	97,336	-26.7	0.6
	Total	16,009,362		

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*			% Chg GrUnRv
1	Playboy	37.05	12.3
2	Penthouse	36.80	16.4
3	Velvet	36.48	3.1
4	Eros	36.00	9.1
5	Club International	35.93	21.9
6	Club	35.86	20.0
7	Hustler	35.47	1.1
8	Chic	35.24	0.2
9	Swank	35.28	15.3
10	High Society	33.71	9.7
11	Genesis	33.66	2.2
12	Cheri	33.00	10.0
13	Oui	31.09	25.3
14	Gallery	30.35	13.5
15	Stag	30.00	-15.3
16	Players	27.94	5.2
17	Adam	26.36	10.4

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*			% Chg AdUnRv
1	Playboy	13.06	10.8
2	Penthouse	6.29	13.0
3	Oui	2.95	29.2
-	Velvet	ne	--
-	Adam	ne	--
-	Cheri	ne	--
-	Chic	ne	--
-	Club	ne	--
-	Club International	ne	--
-	Eros	ne	--
-	Gallery	ne	--
-	Genesis	ne	--
-	High Society	ne	--
-	Hustler	ne	--
-	Players	ne	--
-	Stag	ne	--
-	Swank	ne	--

(continued...)

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Chic

Larry Flynt Publications (213) 556-9200
Publisher: Larry Flynt **Advertising Director:** Peter Greenwald

Chic is a men's magazine with emphasis on literary, graphic and photographic trends. Articles and essays deal with contemporary, political, social and cultural issues. There are nude pictorials in each issue. Each issue begins with a trend-spotting 'Odds & Ends' section, an omnibus of short items about clothes, food, politics, the arts, ethnicity, sports, new products. Also cartoons by American and French cartoonists.

Research Studies Available: Contact Publisher

Club

Fiona Press Inc. (203) 438-2641
Publisher: Peter Godfrey **Advertising Director:** Grant H. Moskowitz

Club devotes itself to the subjects of sex, lifestyles and humor, with occasional additions of rude comment. Interviews, service features, irreverent cartoons, exotic cars, as well as reviews and analyses of sports, music, movies and television trends make up the nucleus of this young-thinking magazine directed to an audience of trend-setting men.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates
NE = Not Estimated

Men's entertainment *(continued)*

Circulation Unit Revenue *(Circ. rev. + avg. circ.)*			% Chg CrUnRv
1	Eros	36.00	9.1
2	Velvet	36.00	1.7
3	Club International	35.93	21.9
4	Club	35.86	20.0
5	Hustler	35.47	1.0
6	Chic	35.24	0.2
7	Swank	35.28	15.3
8	High Society	33.71	9.7
9	Genesis	33.66	2.2
10	Cheri	33.00	10.0
11	Penthouse	30.51	17.2
12	Gallery	30.35	13.5
13	Stag	30.00	-15.3
14	Oui	28.14	24.9
15	Players	27.94	5.2
16	Adam	26.36	10.4
17	Playboy	23.99	13.2

Growth *(1980 vs. 1979)*		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Club International	60.7	ne	-84.8	67.9
2	Club	21.0	ne	11.5	21.1
3	Cheri	20.1	ne	0.0	20.1
4	Oui	16.0	19.6	31.6	14.3
5	Playboy	12.0	10.5	23.6	9.0
6	Penthouse	9.9	6.6	39.9	9.6
7	Gallery	1.8	ne	74.2	1.1
8	High Society	1.1	ne	12.2	1.1
9	Players	0.8	ne	-22.1	1.4
10	Hustler	-5.8	ne	16.5	-6.3
11	Genesis	-9.6	ne	-4.2	-9.7
12	Swank	-9.7	ne	0.0	-9.7
13	Chic	-10.5	ne	29.4	-11.0
14	Adam	-19.1	ne	-15.5	-19.3
15	Stag	-24.1	ne	0.0	-24.1
16	Eros	-28.2	ne	0.0	-28.2
17	Velvet	-41.4	ne	0.0	-42.2

Club International

Fiona Press Inc. (203) 438-2641
Publisher: Peter Godfrey **Advertising Director:** Grant H. Moskowitz

Club devotes itself to the subjects of sex, lifestyles and humor, with occasional additions of rude comment. Interviews, service features, irreverent cartoons, exotic cars, as well as reviews and analyses of sports, music, movies and television trends make up the nucleus of this young-thinking magazine directed to an audience of trend-setting men.

Research Studies Available: Contact Publisher

Gallery

Montcalm Publishing Corporation (212) 986-9600
Publisher: Leon Garry **Advertising Director:** Martin Lassman

Gallery is a magazine that spans interest areas for the contemporary young man, reflecting a point of view that is in keeping with the changing nature of male-female relationships in our society. Gallery contains serious and provocative articles, candid interviews, fiction, humor, coverage of the arts, and monthly photographic portfolios of beautiful women.

Research Studies Available: Contact Publisher

Genesis

Cycle Guide Publications (212) 483-8430
Advertising Director: Joseph Fierro

Genesis is a magazine for the young male. The articles, interviews, profiles, and entertainment features report on the observed celebrities, issues, and events in-depth, and explore the ever-changing nature of male-female relationships. Each issue includes feature articles; interviews with personalities; observations on movies, music, and books; photo essays of beautiful women; and humor. Genesis regularly features automobiles, cycles, audio and hi-fi equipment, as well as liquor, toiletries, cameras, sports, equipment, and jewelry.

Research Studies Available: Contact Publisher

High Society

High Society (212) 661-7878
Publisher: Gloria Leonard **Advertising Director:** Shiraz Hirji

Research Studies Available: Contact Publisher

Hustler

Larry Flynt Publications, Inc. (213) 556-9200
Publisher: Larry Flynt **Advertising Director:** Peter Greenwald

Hustler features authors, artists, photographers and cartoonists who explore both seriously and with satirical, irreverent humor the social and sexual mores of contemporary society. Hustler offers interviews, profiles, exposes, articles, investigative pieces and humor on a variety of people and subjects, focusing on the more controversial issues of our day, along with regular columns of film and book reviews, advice, reader letters, jokes and information on matters sexual and social. Hustler also offers portfolios of women and men.

Research Studies Available: Contact Publisher

Oui

Laurant Publishing, Ltd. (212) 593-3670
Publisher: Irwin E. Billman **Advertising Director:** Susan Tischler

Oui is a young men's magazine edited with special emphasis toward bettering relationships between men and women. Oui also offers articles on personalities, as well as features on sports and humor, and tips on personal finances and sexual relations.

Research Studies Available: Contact Susan Tischler

Penthouse

Penthouse International, Ltd. (212) 593-3301
Publisher: Bob Guccione **Advertising Director:** Marianne Howatson

Penthouse is a magazine edited for the sophisticated male. Its editorial scope ranges from outspoken contemporary comment to photography essays of beautiful women. Penthouse features interviews with personalities, sociological studies, humor, travel, food and wines, and fashion and grooming for men.

Research Studies Available: Penthouse/Omni Fragrance & Toiletries Study 1981; 1980 Vs. 1979 Trends in Liquor Consumption Semi-Annual Report, by Clark Gavin Associates, Inc.

Playboy

Playboy Enterprises, Inc. (212) 688-3030
Publisher: Hugh M. Hefner **Advertising Director:** Henry W. Marks

Playboy is a magazine of entertainment and service - offering serious and satirical articles, pictorials on beautiful women, profiles of famous personalities, cartoons and other humor, and fiction. Included

(Continued on page 196)

Figures are FOLIO estimates
NE = Not Estimated

Men's lifestyle

Among 1980 consumer markets, the Men's Lifestyle market ranked 8th in total revenue, 12th in advertising revenue, 17th in advertising pages, and 11th in total circulation. This market comprises 1.8% of all measured consumer titles, and 5.6% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 11.7 million, or 3.5% of all measured consumer magazine circulation.

The following percentages show the 1980 Men's Lifestyle market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Men's Lifestyle market with growth overall. Total revenue up 10.0% (7.7%), ad rev. up 6.6% (7.3%), ad pages down 2.6% (3.9%), circ. down 3.1% (2.7%), sub rev. up 21.2% (13.2%), newsstand rev. up 9.4% (-1.5%) market gross unit rev. up 13.4% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Playboy	199,279	12.0	47.8
2	Penthouse	162,542	9.9	39.0
3	Oui	24,924	16.0	6.0
4	Esquire	15,475	-6.3	3.7
5	Gentlemen's Quarterly	15,016	7.9	3.6
	Total	417,236		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Playboy	70,248	10.5	61.3
2	Penthouse	27,764	6.6	24.2
3	Gentlemen's Quarterly	7,290	24.6	6.4
4	Esquire	6,944	-18.4	6.1
5	Oui	2,368	19.6	2.1
	Total	114,614		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Playboy	37,533	23.6	69.8
2	Esquire	6,354	3.2	11.8
3	Penthouse	5,599	39.9	10.4
4	Gentlemen's Quarterly	2,326	-1.6	4.3
5	Oui	1,939	31.6	3.6
	Total	53,751		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Penthouse	129,179	9.6	51.9
2	Playboy	91,498	9.0	36.8
3	Oui	20,618	14.3	8.3
4	Gentlemen's Quarterly	5,400	-5.3	2.2
5	Esquire	2,178	17.7	0.9
	Total	248,873		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Playboy	1,411	-0.7	33.8
2	Gentlemen's Quarterly	1,173	10.0	28.1
3	Penthouse	837	-7.2	20.1
4	Esquire	488	-20.8	11.7
5	Oui	264	16.8	6.3
	Total	4,173		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Playboy	5,378,818	-0.3	46.1
2	Penthouse	4,416,880	-5.7	37.8
3	Oui	801,631	-7.4	6.9
4	Esquire	651,908	-0.6	5.6
5	Gentlemen's Quarterly	420,731	-4.5	3.6
	Total	11,669,968		

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Playboy	37.05	12.3
2	Penthouse	36.80	16.4
3	Gentlemen's Quarterly	35.69	12.9
4	Oui	31.09	25.3
5	Esquire	23.73	-5.7

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Gentlemen's Quarterly	17.33	30.4
2	Playboy	13.06	10.8
3	Esquire	10.65	-17.9
4	Penthouse	6.29	13.0
5	Oui	2.95	29.2

	Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1	Penthouse	30.51	17.2
2	Oui	28.14	24.9
3	Playboy	23.99	13.2
4	Gentlemen's Quarterly	18.36	0.2
5	Esquire	13.09	7.2

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Oui	16.0	19.6	31.6	14.3
2	Playboy	12.0	10.5	23.6	9.0
3	Penthouse	9.9	6.6	39.9	9.6
4	Gentlemen's Quarterly	7.9	24.6	-1.6	-5.3
5	Esquire	-6.3	-18.4	3.2	17.7

(Continued on page 325)

Figures are FOLIO estimates

Men's service

Among 1980 consumer markets, the Men's Service market ranked 16th in total revenue, 16th in advertising revenue, 15th in advertising pages, and 15th in total circulation. This market comprises 2.2% of all measured consumer titles, and 1.7% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 7.1 million, or 2.1% of all measured consumer magazine circulation.

The following percentages show the 1980 Men's Service market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Men's Service market with growth overall. Total revenue up 10.2% (7.7%), ad rev. up 3.4% (7.3%), ad pages down 5.9% (3.9%), circ. up 2.0% (2.7%), sub rev. up 20.3% (13.2%), newsstand rev. up 16.5% (-1.5%) market gross unit rev. up 8.1% (8.6%).

Total Revenue

		($000)	% Chg TotRv	Mrkt Shr %
1	Popular Mechanics	35,935	11.8	28.9
2	Popular Science	35,605	12.5	28.6
3	Mechanix Illustrated	26,526	9.9	21.3
4	The Family Handyman	12,636	41.6	10.2
5	Popular Electronics	9,204	3.0	7.4
6	New Shelter	4,478	NE	3.6
	Total	124,384		

Advertising Revenue

		($000)	% Chg Ad Rv	Mrkt Shr %
1	Popular Mechanics	19,720	6.0	31.5
2	Popular Science	17,232	5.5	27.5
3	Mechanix Illustrated	14,720	4.8	23.5
4	Popular Electronics	5,511	15.6	8.8
5	The Family Handyman	4,515	43.2	7.2
6	New Shelter	887	NE	1.4
	Total	62,585		

Subscription Revenue

		($000)	% Chg SubRv	Mrkt Shr %
1	Popular Science	13,112	27.5	28.8
2	Popular Mechanics	10,147	16.2	22.3
3	Mechanix Illustrated	8,481	15.0	18.7
4	The Family Handyman	7,640	43.6	16.8
5	New Shelter	3,393	NE	7.5
6	Popular Electronics	2,679	-8.4	5.9
	Total	45,452		

Newsstand Revenue

		($000)	% Chg NwsRv	Mrkt Shr %
1	Popular Mechanics	6,069	25.7	36.9
2	Popular Science	5,361	4.7	32.6
3	Mechanix Illustrated	3,325	22.2	20.2
4	Popular Electronics	1,014	-18.5	6.2
5	The Family Handyman	481	6.9	2.9
6	New Shelter	198	NE	1.2
	Total	16,448		

Ad Pages

			%Chg AdPg	Mrkt Shr %
1	Popular Mechanics	1,343	-4.0	26.9
2	Popular Science	1,059	-0.1	21.2
3	Mechanix Illustrated	926	-8.6	18.5
4	Popular Electronics	746	11.7	14.9
5	The Family Handyman	604	1.3	12.1
6	New Shelter	319	NE	6.4
	Total	4,997		

Average Circulation

			% Chg Circ.	Mrkt Shr %
1	Popular Science	1,923,571	6.8	27.2
2	Popular Mechanics	1,686,518	2.9	23.8
3	Mechanix Illustrated	1,647,995	-4.0	23.3
4	The Family Handyman	1,028,582	9.8	14.5
5	Popular Electronics	399,558	-0.7	5.6
6	New Shelter	394,590	NE	5.6
	Total	7,080,814		

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

			% Chg GrUnRv
1	Popular Electronics	23.04	3.7
2	Popular Mechanics	21.31	8.6
3	Popular Science	18.51	5.3
4	Mechanix Illustrated	16.10	14.4
5	The Family Handyman	12.29	28.9
6	New Shelter	11.35	NE

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg AdUnRv
1	Popular Electronics	13.79	16.4
2	Popular Mechanics	11.69	3.1
3	Mechanix Illustrated	8.93	9.1
4	Popular Science	8.91	-1.3
5	The Family Handyman	4.39	30.4
6	New Shelter	2.25	NE

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

Men's service (continued)

Circulation Unit Revenue
(Circ. rev. ÷ avg. circ.)

			% Chg CrUnRv
1	Popular Mechanics	9.61	6.3
2	Popular Science	9.60	12.3
3	Popular Electronics	9.24	-10.8
4	New Shelter	9.10	0.0
5	The Family Handyman	7.90	28.2
6	Mechanix Illustrated	7.16	21.8

Growth
(1980 vs. 1979)

		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	The Family Handyman	41.6	43.2	43.6	6.9
2	Popular Science	12.5	5.5	27.5	4.7
3	Popular Mechanics	11.8	6.0	16.2	25.7
4	Mechanix Illustrated	9.9	4.8	15.0	22.2
5	Popular Electronics	3.0	15.6	-8.4	-18.5
6	New Shelter	0.0	0.0	0.0	0.0

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

The Family Handyman

The Webb Company (612) 690-7326
Publisher: Howard Jones **Advertising Director:** Greg Carey

The Family Handyman is edited for the homeowner who wants to improve, maintain and repair his home and grounds. Editorial is presented in step-by-step style. Emphasis is on improvements. Each issue carries information on repairs appropriate to the season and articles of a more general nature such as what the homeowner should know about paints, caulking, masonry, hand and power tools, etc. and their uses. Departments include questions and answers, new products and literature and use-test reports on selected items of interest.

Research Studies Available: Contact Publisher

Mechanix Illustrated

CBS Publications (212) 975-7544
Publisher: Joseph Kelly, Jr. **Advertising Director:** Edward Knobloch

Mechanix Illustrated is edited for men and women who are interested in home repair and improvement, automobile buying and servicing, photography and developments in energy and science. Outdoor how-to is also covered, as it relates to hunting, fishing, and boating. MI specializes in pragmatic articles. It deals not in theory, but in hard news that will affect the reader in a direct way. MI also publishes expose-type articles, and pieces that cover controversial subjects.

Research Studies Available: Contact Publisher

New Shelter

Rodale Press,Inc. (215) 967-5171
Publisher: Robert Teufel **Advertising Director:** Sanford T. Beldon

New Shelter is edited for people who wish to gain increased personal independence through 'do-it- yourself' activities around the home. Feature articles include new home planning, home improvements, alternate sources of energy, energy conservation, gardening and landscaping. How-to articles, plans and projects range from small woodworking projects through construction of complete homes, greenhouses or other outbuildings.

Research Studies Available: Contact Publisher

Popular Electronics

Ziff-Davis Publications (212) 725-7460
Publisher: Joseph Mesics **Advertising Director:** Richard F. Govatski

Popular Electronics is edited for the active electronics enthusiast. Articles and departments emphasize stereo hi-fi components, CB, ham radio, shortwave listening, test equipment, TV servicing, computers, and hobbyist and experimenter electronics.

Research Studies Available: Microcomputer Market Study; Audio Market Report; Business Purchasing and Employment Study.

Popular Mechanics

Hearst Publications (212) 262-4284
Publisher: Daniel J. Coleman **Advertising Director:** Frank P. Camastro

Popular Mechanics is a full service magazine for the man who can make things work. Its editorial scope provides ideas on automobiles and their care, home building and maintenance, boating and outdoor recreation, science, hi-fi and electronics.

Research Studies Available: The 1980 Study of Media and Markets, SMRB; 1981 Spring Mediamark Research Study.

Popular Science

Times Mirror Magazines, Inc. (212) 687-3000
Publisher: F.X. Wilkinson

Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interest in their homes, personal transportation needs and in recreation. Each month, the magazine reports on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides 'use' suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Research Studies Available: Contact Publisher

Culinary (continued)

Cuisine

Cuisine Magazine, Inc. (212) 661-2700
Publisher: Charles D. Colletti **Advertising Director:** Michael J. Romano

Cuisine is edited for those who delight in adventurous cooking, baking, and home entertaining. Every issue of Cuisine presents a variety of food features and recipes; reviews of cookbooks; and regular columns on wines, cheeses and restaurants. Suggestions for creating unusual, memorable dinners and parties are offered on a regular basis. Other editorial areas include reports on international food and accessories, kitchen remodeling; and ideas for entertaining.

Research Studies Available: Contact Publisher

Gourmet

Gourmet (212) 371-1330
Publisher: Jean MacAusland **Advertising Director:** Russell MacAusland

Gourmet is edited for those who are interested in the various aspects of 'good living' - i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities each are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Music & equipment

Among 1980 consumer markets, the Music & Equipment market ranked 29th in total revenue, 26th in advertising revenue, 23rd in advertising pages, and 26th in total circulation. This market comprises 2.2% of all measured consumer titles, and 0.5% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 1.6 million, or 0.5% of all measured consumer magazine circulation.

The following percentages show the 1980 Music & Equipment market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Music & Equipment market with growth overall. Total revenue up 4.6% (7.7%), ad rev. down 2.8% (7.3%), ad pages down 13.1% (3.9%), circ. up 6.2% (2.7%), sub rev. up 19.5% (13.2%), newsstand rev. up 12.0% (-1.5%) market gross unit rev. down 1.4% (8.6%).

Total Revenue		($000)	% Chg TotRv	Mrkt Shr %
1	Rolling Stone	24,064	5.8	38.3
2	Stereo Review	16,741	-0.1	26.7
3	High Fidelity	10,982	4.3	17.5
4	Country Music	4,531	36.7	7.2
5	Audio	3,572	-8.2	5.7
6	Circus	2,900	-60.3	4.6
	Total	62,790		

Advertising Revenue		($000)	% Chg Ad Rv	Mrkt Shr %
1	Stereo Review	12,872	-2.5	37.8
2	Rolling Stone	10,657	0.2	31.3
3	High Fidelity	6,518	-8.5	19.1
4	Audio	2,594	-0.9	7.6
5	Country Music	1,004	-3.3	2.9
6	Circus	419	-19.8	1.2
	Total	34,064		

Subscription Revenue		($000)	% Chg SubRv	Mrkt Shr %
1	Rolling Stone	4,313	11.1	28.3
2	High Fidelity	3,678	35.6	24.1
3	Country Music	3,261	45.6	21.4
4	Stereo Review	2,940	12.0	19.3
5	Circus	632	11.9	4.1
6	Audio	419	-45.5	2.7
	Total	15,243		

Newsstand Revenue		($000)	% Chg NwsRv	Mrkt Shr %
1	Rolling Stone	9,094	10.7	71.7
2	Circus	1,057	3.2	8.3
3	Stereo Review	930	-0.5	7.3
4	High Fidelity	785	13.0	6.2
5	Audio	559	10.7	4.4
6	Country Music	266	637.5	2.1
	Total	12,691		

Ad Pages			%Chg AdPg	Mrkt Shr %
1	Rolling Stone	984	-15.7	25.1
2	Audio	955	-5.4	24.4
3	Stereo Review	801	-14.8	20.4
4	High Fidelity	674	-20.4	17.2
5	Country Music	293	-2.7	7.5
6	Circus	214	-22.2	5.5
	Total	3,921		

Average Circulation			% Chg Circ.	Mrkt Shr %
1	Rolling Stone	695,735	3.5	30.8
2	Stereo Review	536,742	2.0	23.7
3	Country Music	400,475	25.7	17.7
4	High Fidelity	374,995	1.9	16.6
5	Circus	136,691	1.3	6.0
6	Audio	116,989	0.2	5.2
	Total	2,261,627		

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Rolling Stone	34.59	2.2
2	Stereo Review	31.19	-2.0
3	Audio	30.53	-8.4
4	High Fidelity	29.28	2.3
5	Circus	21.27	-60.8
6	Country Music	11.31	8.7

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Country Music	36.7	-3.3	45.6	637.5
2	Rolling Stone	5.8	0.2	11.1	10.7
3	High Fidelity	4.3	-8.5	35.6	13.0
4	Stereo Review	-0.1	-2.5	12.0	-0.5
5	Audio	-8.2	-0.9	-45.5	10.7
6	Circus	-60.3	-19.8	11.9	3.2

(Continued on page 314)

Figures are FOLIO estimates

Newsmagazines

Among 1980 consumer markets, the News Magazines market ranked 4th in total revenue, 4th in advertising revenue, 9th in advertising pages, and 13th in total circulation. This market comprises 1.1% of all measured consumer titles, and 9.7% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 9.4 million, or 2.8% of all measured consumer magazine circulation.

The following percentages show the 1980 News Magazines market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the News Magazines market with growth overall. Total revenue up 3.0% (7.7%), ad rev. up 2.7% (7.3%), ad pages down 8.7% (3.9%), circ. up 1.7% (2.7%), sub rev. up 2.5% (13.2%), newsstand rev. up 9.2% (-1.5%) market gross unit rev. up 1.3% (8.6%).

	Total Revenue	($000)	TotRv	Mrkt Shr %
1	Time	346,623	2.6	47.9
2	Newsweek	256,805	1.5	35.5
3	U.S. News & World Rep.	120,956	9.0	16.7
	Total	724,384		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Time	214,139	1.9	46.3
2	Newsweek	175,049	3.0	37.9
3	U.S. News & World Rep.	73,139	6.6	15.8
	Total	462,327		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Time	112,907	3.3	50.9
2	Newsweek	66,188	-3.2	29.8
3	U.S. News & World Rep.	42,832	10.5	19.3
	Total	221,927		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Time	19,578	6.1	48.8
2	Newsweek	15,569	6.0	38.8
3	U.S. News & World Rep.	4,984	38.0	12.4
	Total	40,131		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Newsweek	3,098	-9.2	40.0
2	Time	2,719	-9.8	35.1
3	U.S. News & World Rep.	1,935	-6.5	25.0
	Total	7,752		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Time	4,407,928	2.7	46.7
2	Newsweek	2,958,397	0.8	31.3
3	U.S. News & World Rep.	2,070,611	0.8	21.9
	Total	9,436,936		

(continued...)

Newsweek

Newsweek, Inc. (212) 350-2900
Publisher: Charles J.Kennedy **Advertising Director:** James W. Allbaugh

Newsweek is a magazine of news and commentary. News is categorized into National Affairs, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the news fronts of the world and of the nation. Articles are usually illustrated with relevant charts, maps, cartoons and photographs. The reader's views are amplified by a number of columns of opinion on national and international trends in politics, the economy, personal business, the Washington scene, current affairs, lifestyles.

Research Studies Available: 1. Eyes on Television 1980, Audits & Surveys; 2. A Comparison of Drinking Patterns Among Adults Ages 21 - 34, & 35 - 54, 1980, by Factline, Inc; 3. The U.S. Market for Beverage Alcohol, 1980, by Clark Gavin Assoc.,inc.; 4. 1979 Magazine Advertising Investments: Liquor,Wine & Malt-Beverage Industries, by Clark Gavin Assoc.Inc.; 5. A Comparison of On-Premise vs. Off-Premise Drinking Patterns, 1979, by Clark Gavin Assoc.Inc.; 6. Buyers of New Domestic Cars, 1979, by Beta Research Corp; 7. Buyers of New Imported Cars, 1979, by Beta Research Corp; 8. Buyers of New Light Utility Vehicles, 1979, By Beta Research Corp; 9. Automobile Leasing, 1978, by Factline, Inc; 10. Retail Tire Survey Conducted in Morgantown,W.V., June 1979, by Bill Nieman and David McCourt of Newsweek; 11. Tire Purchase Study, August 1979, by Home Testing Institute's Natonal Consumer Panel; 12. Word Processing - A Survey of Perceptions and Attitudes of Middle Management, 1980, by Business Research Associates, Inc.; 13. Still Camera Purchase Survey, July 1980, by Disco Communications; 14. Movie Cameras - An Explosion of Consumer Attitudes and Purchase Behavior, May 1979, by Decisions Center, Inc; 15. A Study of Key Influences On the Executive Decision Making Process, October 1979, by Associates for Research in Behavior; 16. A Study of the Fragrance Buying Habits of Newsweek Readers, 1980, by Newsweek Product Marketing; 17. Attitudes Toward and Usage of Selected Health Care Products, 1980, by Market Probe International; 18. Cos- metics, Toiletries, Fragrances - A 12 Market Survey, 1979, by FCI-Marketing Coordinators, Inc; 19. A Study of Women's Skin Care Usage, Attitudes and Behavior, 1981, by Product Marketing Magazine; 20. Travel, Hotel, Resort Industries, 1979, by Magazine Advertising Investments; 21. 1980 Travel & Tourism Intelligencer, by Travel & Tourism Executive Newsletter; 22. A Study of Remodeling Activity Among Homeowners, July 1980, by Factline, Inc; 23. Stereo Ownership, Purchase Patterns & Usage - A Profile of 18 - 49 Year Olds, April 1978, by Marketing & Research Counselors, Inc; 24. Insurance & Money Management - Male/ Female Attitudes and Purchase Behavior, 1980, by Scarborough Research Corp; 25. An Insight into Consumer Attitudes Toward Heat Pumps & Central Air Conditioning, Oct.-Nov. 1978, by Market Probe International, Inc; 26. Reactions to Package Goods Advertising Among Men and Women Who Read Newsweek, Feb 1978 & June 1877, by Oxtoby- Smith Inc; 27. How Newsweek Subscribers and Non- Subscribers Feel About the Energy Situation, July 1979, by Sindlinger & Company; 28. The Role Men Play in the Selection of Food Products - A Supermarket Survey, June 1979, by Factline, Inc.

Time

Time Inc. (212) 586-1212
Publisher: John A. Meyers **Advertising Director:** William M. Kelly

Time, The Weekly Newsmagazine, is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in Time is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theatre and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Newsmagazines *(continued)*

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Newsweek	86.81	0.7
2	Time	78.64	-0.1
3	U.S. News & World Rep.	58.42	8.1

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Newsweek	59.17	2.2
2	Time	48.58	-0.8
3	U.S. News & World Rep.	35.32	5.8

	Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1	Time	30.06	1.1
2	Newsweek	27.64	-2.4
3	U.S. News & World Rep.	23.09	12.0

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	U.S. News & World Rep.	9.0	6.6	10.5	38.0
2	Time	2.6	1.9	3.3	6.1
3	Newsweek	1.5	3.0	-3.2	6.0

Research Studies Available: 1.Yankelovich II, A Study of Corporate Advertising Effectiveness, by Time Inc; 2. Profile of the Profitable Guest, A Survey of Key Factors in Selecting Motels and Hotels; 3. Quiet Revolution, Facts and Figures on the Role of Women in the 1980's, by Time Inc; 4. Small Computers for Small Businesses, A Study of a Fast-growing Market for Computer Manufacturers, by Time, Inc; 5. Convention Marketing, Key Facts Behind the Convention Boom, Including Where the Big Spending Conventioneers are Coming From. by Time Inc.; 6. The Affluentials, A Study of American Adults with HHI of $40,000 Plus Who Now Controls up to 80% of All Personal Wealth in the U.S., by Time Inc.; 7. ZIP Marketing Case Histories, More than 1,000 Analyses of Product Sales by Zip Codes, by Time Inc; 8. Who's at the Wheel, The Who, How, and Why of Car Renters across the Country, by Time Inc; 9. Career Women Study, Who They Are, How Do They Shop, What do They Read., by Time Inc; 10. The Home Video Market, What You'll Be Looking at in the Years Ahead, and What You'll Be Viewing It on - Laser, Disc - and What It Will Cost., by Time Inc.

U.S. News & World Report

U.S. News & World Report (212) 246-3366
Publisher: William G. Dunn **Advertising Director:** William G. Dunn

U.S. News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.

Research Studies Available: 'Small Business as a Market for Insurance,' conducted in 1978 by Marketing Concepts, Inc.; sponsored by U.S. News & World Report and The Life Insurance Marketing and Research Assn.; 'Companies, Issues, and Media, A Report on Corporate Advocacy Advertising from U.S. News & World Report.' Published in 1978, the report includes information from a number of sources. A limited number of copies is available; 'Corporate Advertising and the Bottom Line,' 1981. A U.S. News & World Report analysis of information from a number of sources on the impact and value of corporate advertising.

Inflight *(continued)*

American Way

American Airlines (212) 826-9453
Publisher: W.A. Damtoft **Advertising Director:** Hank Thunhorst

American Way is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Research Studies Available: Contact Publisher

Delta Sky

Halsey Publishing Co. (305) 893-1520

Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book reviews, special features and columns.

Research Studies Available: Contact Publisher

Eastern Review

East/West Network (212) 888-5900
Publisher: James A. Kennedy

Eastern Review is a collection of the nation's currents periodic literature, including articles on business, society, arts and a wide range of other subjects.

Research Studies Available: Contact Publisher

PSA California Magazine

East/West Network (212) 888-5900
Publisher: James A. Kennedy

PSA reports on the commerce, events, trends and ideas of the nation's most populous State of California.

Research Studies Available: Contact Publisher

TWA Ambassador

The Webb Co. (612) 690-7439
Publisher: Brian Kennedy **Advertising Director:** Joe Paulsen

TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is inflight information, TWA route maps, information on TWA cities.

Research Studies Available: Contact Publisher

United Mainliner

East/West Network (212) 888-5900

United Mainliner focuses on the achievements and life-style of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education, and entertainment. It also carries travel destination and service features.

Research Studies Available: Contact Publisher

Personal finance

Among 1980 consumer markets, the Personal Finance market ranked 24th in total revenue, 31st in advertising revenue, 31st in advertising pages, and 16th in total circulation. This market comprises 1.5% of all measured consumer titles, and 1.2% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 5.7 million, or 1.7% of all measured consumer magazine circulation.

The following percentages show the 1980 Personal Finance market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Personal Finance market with growth overall. Total revenue up 10.7% (7.7%), ad rev. up 54.5% (7.3%), ad pages up 41.1% (3.9%), circ. up 7.0% (2.7%), sub rev. up 4.0% (13.2%), newsstand rev. up 10.2% (-1.5%) market gross unit rev. up 3.4% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Consumer Reports	31,248	17.1	36.2
2	Money	30,239	17.3	35.0
3	Changing Times	16,491	22.3	19.1
4	Consumer's Digest	8,395	-2.2	9.7
	Total	86,373		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Money	14,822	32.6	82.3
2	Changing Times	3,193	999.9	17.7
3	Consumer's Digest	0	0.0	0.0
4	Consumer Reports	0	0.0	0.0
	Total	18,015		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Consumer Reports	29,424	13.8	46.1
2	Money	13,222	4.4	20.7
3	Changing Times	12,750	-2.6	20.0
4	Consumer's Digest	8,395	-2.2	13.2
	Total	63,791		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Money	2,194	13.7	48.1
2	Consumer Reports	1,824	0.6	39.9
3	Changing Times	548	37.3	12.0
4	Consumer's Digest	0	0.0	0.0
	Total	4,566		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Money	924	13.0	76.4
2	Changing Times	285	999.9	23.6
3	Consumer's Digest	0	0.0	0.0
4	Consumer Reports	0	0.0	0.0
	Total	1,209		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Consumer Reports	2,604,000	12.2	45.5
2	Changing Times	1,445,277	8.8	25.2
3	Consumer's Digest	839,500	-1.2	14.7
4	Money	836,240	-2.0	14.6
	Total	5,725,017		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Money	36.16	19.7
2	Consumer Reports	12.00	4.4
3	Changing Times	11.41	12.4
4	Consumer's Digest	10.00	-0.9

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Money	17.73	35.2
2	Changing Times	2.21	2.2
3	Consumer's Digest	0.00	0.0
4	Consumer Reports	0.00	0.0

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Money	18.44	7.8
2	Consumer Reports	12.00	4.4
3	Consumer's Digest	10.00	-0.9
4	Changing Times	9.20	-9.4

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Changing Times	22.3	999.9	-2.6	37.3
2	Money	17.3	32.6	4.4	13.7
3	Consumer Reports	17.1	0.0	13.8	0.6
4	Consumer's Digest	-2.2	0.0	-2.2	0.0

(Continued on page 160)

Sciences (general)

Among 1980 consumer markets, the Sciences (General) market ranked 22nd in total revenue, 23rd in advertising revenue, 24th in advertising pages, and 22nd in total circulation. This market comprises 2.9% of all measured consumer titles, and 1.3% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 4.1 million, or 1.2% of all measured consumer magazine circulation.

The following percentages show the 1980 Sciences (General) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Sciences (General) market with growth overall. Total revenue up 36.8% (7.7%), ad rev. up 47.3% (7.3%), ad pages up 25.2% (3.9%), circ. up 32.6% (2.7%), sub rev. up 54.9% (13.2%), newsstand rev. up 4.6% (-1.5%) market gross unit rev. up 3.2% (8.6%).

	Total Revenue	($000)	Mrkt TotRv	Shr %
1	Scientific American	32,559	22.4	34.4
2	Omni	28,251	35.6	29.8
3	National Wildlife	8,480	29.5	9.0
4	Natural History	8,416	14.3	8.9
5	Audubon	5,349	2.8	5.7
6	Science 80	4,510	NE	4.8
7	Discover	3,575	NE	3.8
8	Science News	3,518	NE	3.7
	Total	94,658		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Scientific American	17,099	25.4	53.7
2	Omni	7,970	97.4	25.0
3	Natural History	2,836	7.2	8.9
4	Science 80	1,221	NE	3.8
5	Discover	1,212	NE	3.8
6	Audubon	1,131	-2.8	3.6
7	Science News	387	NE	1.2
8	National Wildlife	0	0.0	0.0
	Total	31,856		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Scientific American	11,467	20.5	27.4
2	National Wildlife	8,480	29.5	20.3
3	Natural History	5,329	16.1	12.8
4	Omni	4,389	999.9	10.5
5	Audubon	4,160	3.0	10.0
6	Science 80	3,170	NE	7.6
7	Science News	3,131	NE	7.5
8	Discover	1,657	NE	4.0
	Total	41,783		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Omni	15,893	-3.9	75.6
2	Scientific American	3,992	16.0	19.0
3	Discover	705	NE	3.4
4	Natural History	251	94.5	1.2
5	Science 80	119	NE	0.6
6	Audubon	58	22.7	0.3
7	National Wildlife	0	0.0	0.0
8	Science News	0	NE	0.0
	Total	21,018		

(continued...)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: ***High Technology, Science Digest, Technology Illustrated, Technology Review;*** **and 4 non-audited magazines that accept advertising.**

Audubon

National Audubon Society (212) 546-9181

Publisher: Russell W. Peterson **Advertising Director:** Carmine Branagan

Audubon is edited for people interested in nature, conservation, the outdoors and uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.

Research Studies Available: Contact Publisher

Discover

Time Inc. (212) 841-4967

Publisher: Reginald Brack, Jr. **Advertising Director:** R. Timothy Leedy

Discover, The Newsmagazine of Science, is devoted to the wonders, mysteries and challenges of science. A magazine of the sciences - astronomy to zoology, computers to cosmology, human behavior and physical fitness, medicine and the far reaches of technology, it is written for the educated lay person, but commands the respect of the expert. Contains articles and features on medical advances, genetics, nuclear science, the environment, space exploration, new drugs. It is the newsmagazine of science. Regular departments and features such as Profile, Essay, Gallery, and Invention will humanize the subject of science which is the most important force in our lives today.

Research Studies Available: Contact Publisher

National Wildlife

National Wildlife Federation Publ.Inc. (414) 273-2486

Research Studies Available: Contact Publisher

Natural History

Amer.Museum of Natural History (212) 826-9467

Publisher: David D. Ryus **Advertising Director:** Katherine Jose

Natural History is edited for the layman, and it provides information on conservation, the natural world, and the human environment. Articles, drawn from the social as well as the natural sciences and illustrated heavily with photographs and drawings, cover a wide range of individual topics from wildlife, foreign lands and people to urban problems. Regular features include 'Naturalist at Large', Astonomy, and book reviews.

Research Studies Available: PRIZM Studies of SMRB Products, by R.L. Polk Data

Omni

Omni International, Ltd. (212) 593-3301

Publisher: Bob Guccione **Advertising Director:** Beverly Wardale

Omni is a magazine of science fact and science fiction designed to link the 20th century with the 21st, to bridge the possible and the probable. Anchored in the science of today, Omni portrays the world of tomorrow - a world of growing intellectual vitality, expanding dreams

Figures are FOLIO estimates
NE = Not Estimated

Sciences (general) *(continued)*

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Scientific American	1,146	9.8	39.4
2	Omni	615	32.8	21.2
3	Natural History	424	-2.0	14.6
4	Science 80	217	NE	7.5
5	Science News	200	NE	6.9
6	Audubon	186	-12.7	6.4
7	Discover	118	NE	4.1
8	National Wildlife	0	0.0	0.0
	Total	2,906		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Omni	850,783	21.0	20.1
2	National Wildlife	848,000	-3.0	20.0
3	Scientific American	709,013	1.3	16.7
4	Discover	485,887	NE	11.5
5	Natural History	461,066	-1.8	10.9
6	Science 80	382,534	NE	9.0
7	Audubon	323,258	2.3	7.6
8	Science News	180,957	NE	4.3
	Total	4,241,498		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Scientific American	45.92	20.9
2	Omni	33.21	12.0
3	Science News	19.44	NE
4	Natural History	18.25	16.4
5	Audubon	16.55	0.5
6	Science 80	11.79	NE
7	National Wildlife	10.00	33.6
8	Discover	7.36	

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Scientific American	24.12	23.8
2	Omni	9.37	63.1
3	Natural History	6.15	9.2
4	Audubon	3.50	-4.9
5	Science 80	3.19	NE
6	Discover	2.49	NE
7	Science News	2.14	NE
8	National Wildlife	0.00	0.0

(continued...)

and infinite hope, a world of inner-space and outer-space, a world in which the impossible has become commonplace, the paranormal normal. Omni provides a picture of the present as well as a useful guide to the future.

Research Studies Available: Penthouse/Omni Fragrance & Toiletries Study 1981

Science '81

Amer.Assn.for the Advancement of Science (202) 467-5200
Advertising Director: Marjorie Weiss

Science '81 is designed for educated men and women eager to learn more about the complex web of science and technology that shapes our life today. It seeks to unify, de-mystify and clarify science as it affects our everyday concerns. Every issue offers in-depth feature articles, regular columns, commentaries and concise reports plus photography, maps, graphic charts and illustrations.

Research Studies Available: Contact Publisher

Science News

Science Service (202) 785-2255
Publisher: E.G. Sherburne,Jr. **Advertising Director:** Earl J. Sherago

Science News is a special interest publication written for science professionals and other science- oriented adults. The magazine is written by scientific journalists, and contains an overview of new developments in science and the applications of science in a 16-page format.

Research Studies Available: Contact Publisher

Scientific American

Scientific American (212) 754-0550
Publisher: Gerard Piel **Advertising Director:** John Kirby

Scientific American is edited for intelligent laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contempory work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind, and human social organizations. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates
NE = Not Estimated

Sciences (general) (continued)

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Omni	23.84	-0.2
2	Scientific American	21.80	17.8
3	Science News	17.30	NE
4	Audubon	13.05	2.1
5	Natural History	12.10	20.4
6	National Wildlife	10.00	33.6
7	Science 80	8.60	NE
8	Discover	4.86	NE

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Omni	35.6	97.4	999.9	-3.9
2	National Wildlife	29.5	0.0	29.5	0.0
3	Scientific American	22.4	25.4	20.5	16.0
4	Natural History	14.3	7.2	16.1	94.5
5	Audubon	2.8	-2.8	3.0	22.7
6	Discover	NE	NE	NE	NE
7	Science 80	NE	NE	NE	NE
8	Science News	NE	NE	NE	NE

Men's lifestyle (continued)

Esquire

Esquire (212) 561-8100
Publisher: Christopher Whittle **Advertising Director:** Alan Greenberg

Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of subjects - business, media, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction. The focus of Esquire is toward man's new role in society and helping him to successfully cope with his new lifestyle.

Research Studies Available: Contact Publisher

Gentlemen's Quarterly

Conde Nast Publications (212) 880-8800
Publisher: Steven T. Florio **Advertising Director:** Doug Johnston

Gentlemen's Quarterly is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, 'In' places, theatre, films, art, stereo and records travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and boating. Additional features are devoted to personality profiles.

Research Studies Available: Contact Publisher

Oui

Laurant Publishing Ltd. (212) 593-3670
Publisher: Irwin E. Billman **N.Y. Advertising Manager:** Susan Tischler

Oui is a young men's magazine edited with special emphasis toward bettering relationships between men and women. Oui also offers articles on personalities, as well as features on sports and humor, and tips on personal finances and sexual relations.

Research Studies Available: Contact Susan Tischler

Penthouse

Penthouse International, Ltd. (212) 593-3301
Publisher: Bob Guccione **Advertising Director:** Marianne Howatson

Penthouse is a magazine edited for the sophisticated male. Its editorial scope ranges from outspoken contemporary comment to photography essays of beautiful women. Penthouse features interviews with personalities, sociological studies, humor, travel, food and wines, and fashion and grooming for men.

Research Studies Available: Penthouse/Omni Fragrance & Toiletries Study 1981; 1980 Vs. 1979 Trends in Liquor Consumption Semi-Annual Report, by Clark Gavin Associates, Inc.

Playboy

Playboy Enterprises, Inc. (212) 688-3030
Publisher: Hugh M. Hefner **Advertising Director:** Henry W. Marks

Playboy is a magazine of entertainment and service - offering serious and satirical articles, pictorials on beautiful women, profiles of famous personalities, cartoons and other humor, and fiction. Included each month are service features such as: articles on men's fashion, food and drink, travel, gifts and other merchandise, leisure activities and, less regularly, automobiles, sports, home electronics and finances. Media - books, records, television, movies - are reviewed regularly. Each issue contains an interview with a major public figure. Articles, pictorials on women and service features each comprise one-sixth of total editorial; humor, personalities, fiction and regular features account for the remaining half.

Research Studies Available: The Playboy Report on American Men; The Playboy Report on Men's Grooming/Toiletries Market; The Playboy Report on Men's Apparel Market; The Playboy Report on the Automotive Market; The Playboy Report on the Stereo Market; The Playboy Report on the Camera and Photographic Equipment Market; The Playboy Report on How to Reach American Men.

Personal finance (continued)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Success*.

Changing Times

Kiplinger Washington Editors (212) 599-0454
Publisher: Nicholas H. Niles **Advertising Director:** Clifford P. Tallman

Changing Times provides practical information on how to live better. Subject matter covers investments, insurance, education, home ownership, recreation, taxes, social security, automobiles, health and planning a career. Regular editorial departments include items on jobs, recreation, books, home maintenance, things to write for and answers to readers' questions.

Research Studies Available: Contact Publisher

Money

Money Magazine (212) 841-4011
Publisher: John U.Crandell **Advertising Director:** Daniel E. Zucchi

Money is a magazine of personal and family finance. It reports, interprets and advises upon subjects of interest to those who seek greater control over the personal income. It provides guidance on making, spending and preserving money. Subject matter ranges from personal finance, stocks and insurance, to travel and household economics. Each article emphasizes individual viewpoints, real situations and specific advice.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates
NE = Not Estimated

Sports: general interest

Among 1980 consumer markets, the Sports (General Interest) market ranked 13th in total revenue, 11th in advertising revenue, 19th in advertising pages, and 20th in total circulation. This market comprises 1.5% of all measured consumer titles, and 3.2% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 4.5 million, or 1.4% of all measured consumer magazine circulation.

The following percentages show the 1980 Sports (General Interest) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Sports (General Interest) market with growth overall. Total revenue up 18.0% (7.7%), ad rev. up 7.9% (7.3%), ad pages down 2.5% (3.9%), circ. up 17.9% (2.7%), sub rev. up 23.7% (13.2%), newsstand rev. up 92.4% (-1.5%) market gross unit rev. up 0.1 % (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Sports Illustrated	196,183	9.4	80.7
2	Sport	17,147	13.8	7.1
3	Sporting News	17,011	38.1	7.0
4	Inside Sports	12,687	NE	5.2
	Total	243,028		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Sports Illustrated	123,052	4.6	89.9
2	Sport	7,489	9.4	5.5
3	Sporting News	3,292	10.7	2.4
4	Inside Sports	2,991	NE	2.2
	Total	136,824		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Sports Illustrated	65,756	18.0	78.9
2	Sporting News	7,587	34.3	9.1
3	Sport	7,023	16.6	8.4
4	Inside Sports	2,956	NE	3.5
	Total	83,322		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Sports Illustrated	7,375	22.9	32.2
2	Inside Sports	6,740	NE	29.5
3	Sporting News	6,132	65.9	26.8
4	Sport	2,636	20.1	11.5
	Total	22,883		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Sports Illustrated	2,511	-7.2	65.0
2	Sporting News	599	-19.9	15.5
3	Sport	485	-3.8	12.5
4	Inside Sports	270	NE	7.0
	Total	3,865		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Sports Illustrated	2,304,570	1.0	51.3
2	Sport	1,213,387	-0.1	27.0
3	Inside Sports	547,305	NE	12.2
4	Sporting News	430,150	35.4	9.6
	Total	4,495,412		

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Sports Illustrated	85.13	8.2
2	Sporting News	39.55	1.9
3	Inside Sports	23.18	NE
4	Sport	14.13	13.9

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Sports Illustrated	53.39	3.5
2	Sporting News	7.65	-18.3
3	Sport	6.17	9.4
4	Inside Sports	5.46	NE

	Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1	Sporting News	31.89	8.4
2	Sports Illustrated	31.73	17.3
3	Inside Sports	17.72	NE
4	Sport	7.96	17.6

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Sporting News	38.1	10.7	34.3	65.9
2	Sport	13.8	9.4	16.6	20.1
3	Sports Illustrated	9.4	4.6	18.0	22.9
4	Inside Sports	NE	NE	NE	NE

(Continued on page 315)

Figures are FOLIO estimates
NE = Not Estimated

Sports: special interest

Among 1980 consumer markets, the Sports (Special Interest) market ranked 21st in total revenue, 17th in advertising revenue, 13th in advertising pages, and 21st in total circulation. This market comprises 3.3% of all measured consumer titles, and 1.3% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 4.3 million, or 1.3% of all measured consumer magazine circulation.

The following percentages show the 1980 Sports (Special Interest) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Sports (Special Interest) market with growth overall. Total revenue up 7.2% (7.7%), ad rev. up 4.0% (7.3%), ad pages down 5.4% (3.9%), circ. up 2.1% (2.7%), sub rev. up 11.7% (13.2%), newsstand rev. up 16.1% (-1.5%) market gross unit rev. up 5.0% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Golf Digest	23,773	-1.9	25.1
2	Golf	16,029	16.9	16.9
3	Skiing	10,815	-8.8	11.4
4	Tennis	10,560	11.8	11.2
5	Runner's World	9,837	20.5	10.4
6	Ski	8,096	21.4	8.6
7	World Tennis	7,737	11.8	8.2
8	Skin Diver	4,403	5.4	4.7
9	Outside	3,383	NE	3.6
	Total	94,633		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Golf Digest	15,041	-3.0	26.4
2	Golf	9,884	9.6	17.3
3	Skiing	7,477	-18.3	13.1
4	Tennis	7,123	16.6	12.5
5	Ski	5,250	22.7	9.2
6	World Tennis	4,837	41.8	8.5
7	Runner's World	3,539	-4.1	6.2
8	Skin Diver	2,523	3.0	4.4
9	Outside	1,350	NE	2.4
	Total	57,024		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Golf Digest	7,519	0.3	26.7
2	Golf	5,055	39.9	17.9
3	Runner's World	3,609	41.2	12.8
4	Tennis	2,757	2.1	9.8
5	World Tennis	2,555	-17.7	9.1
6	Skiing	2,220	13.5	7.9
7	Ski	1,913	25.1	6.8
8	Outside	1,354	NE	4.8
9	Skin Diver	1,199	12.9	4.3
	Total	28,181		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Runner's World	2,689	40.4	28.5
2	Golf Digest	1,213	-1.4	12.9
3	Skiing	1,119	49.6	11.9
4	Golf	1,090	1.0	11.6
5	Ski	933	8.6	9.9
6	Skin Diver	681	2.2	7.2
7	Tennis	680	7.3	7.2
8	Outside	679	NE	7.2
9	World Tennis	344	-15.2	3.6
	Total	9,428		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Golf Digest	818	-19.6	14.3
2	Tennis	786	8.4	13.8
3	Golf	765	1.4	13.4
4	Skiing	711	-6.4	12.5
5	Ski	664	14.1	11.6
6	Skin Diver	616	12.7	10.8
7	World Tennis	574	16.4	10.1
8	Runner's World	500	-28.6	8.8
9	Outside	271	NE	4.8
	Total	5,705		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Golf Digest	1,010,987	4.0	23.5
2	Golf	731,862	3.2	17.0
3	Tennis	478,830	7.1	11.2
4	Skiing	427,963	-5.1	10.0
5	World Tennis	426,114	8.8	9.9
6	Ski	419,078	-1.0	9.8
7	Runner's World	411,884	-5.3	9.6
8	Outside	202,100	NE	4.7
9	Skin Diver	184,371	5.0	4.3
	Total	4,293,189		

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

Sports: special interest *(continued)*

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*			% Chg GrUnRv
1	Skiing	25.27	-3.9
2	Runner's World	23.88	2.72
3	Skin Diver	23.88	0.4
4	Golf Digest	23.51	-5.6
5	Tennis	22.05	4.4
6	Golf	21.90	13.3
7	Ski	19.32	22.7
8	World Tennis	18.16	2.8
9	Outside	16.74	NE

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*			% Chg AdUnRv
1	Skiing	17.47	-14.0
2	Golf Digest	14.88	-6.7
3	Tennis	14.88	8.9
4	Skin Diver	13.68	-1.9
5	Golf	13.51	6.3
6	Ski	12.53	23.9
7	World Tennis	11.35	30.4
8	Runner's World	8.59	1.2
9	Outside	6.68	NE

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*			% Chg CrUnRv
1	Runner's World	15.28	48.6
2	Skin Diver	10.19	3.6
3	Outside	10.06	NE
4	Golf Digest	8.64	-3.8
5	Golf	8.40	27.0
6	Skiing	7.80	30.0
7	Tennis	7.18	-3.8
8	World Tennis	6.80	-24.1
9	Ski	6.79	20.4

Growth *(1980 vs. 1979)*		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Ski	21.4	22.7	25.1	8.6
2	Runner's World	20.5	-4.1	41.2	40.4
3	Golf	16.9	9.6	39.9	1.0
4	Tennis	11.8	16.6	2.1	7.3
5	World Tennis	11.8	41.8	-17.7	-15.2
6	Skin Diver	5.4	3.0	12.9	2.2
7	Outside	NE	NE	NE	NE
8	Golf Digest	-1.9	-3.0	0.3	-1.4
9	Skiing	-8.8	-18.3	13.5	49.6

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Basketball Digest, Football Digest, Horseman, Runner, Texas Fisherman, Running*; and 85 non-audited magazines that accept advertising. Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Golf

Times Mirror Magazines,Inc. (212) 687-3000
Advertising Director: Fred R. Herrmann

Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 37% of the total is devoted to instruction, with staff written material as well as contributions from the games most skilled players. Regular monthly departments include 'Commentary' by Oscar Fraley, 'Viewpoint' by John Ross, 'Champs Clinic' and 'Pro Pointers' by teaching professionals. In addition articles on golf resorts, travel opportunities, fairway fashions, profiles of the games, leading personalities, book reviews, humor, commentary make of the balance.

Runner's World

Runner's World Magazine Co,Inc. (415) 965-8777
Publisher: Bob Anderson **Advertising Director:** Derek Clayton

Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runners enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late breaking news in the sport, running for beginners, women and over-40 runners.

Research Studies Available: Contact Publisher

Ski

Times Mirror Magazines, Inc. (212) 687-3000
Publisher: George Bauer **Advertising Director:** Peter F. Kirkpatrick

Ski Magazine is edited for U.S. and Canadian skiers, with attention given to editorial fare for both the new skier as well as the expert. Instruction and technique articles are prepared by North American and European ski instructors. Travel articles, color photography, plus column of travel tips. Personality profiles cover racers, coaches and skiers. Adventure stories in the high mountains. Consumer advice articles on what's new in equipment. Humorous articles and cartoons, regional reports from international staff correspondents, plus ski films and book reviews, fashion, shopper items, question-and-answers columns for readers on instruction, equipment repair.

Research Studies Available: Contact Publisher

Skiing

Ziff Davis Publishing Co. (212) 725-3800
Publisher: Henry A. Kaiser **Advertising Director:** James R. Flynn

Skiing is edited for the active skier - the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and the techniques. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and the general news of people and places. Reports on the worlds great ski areas are featured, with practical emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

World Tennis

CBS Consumer Publications (212) 975-7210
Publisher: Charles Stetiford

Figures are FOLIO estimates
NE = Not Estimated

Sunday syndicated magazines

The following percentages show the 1980 Sunday Syndicated market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Sunday Syndicated market with growth overall. Total revenue up 0.5% (7.7%), ad rev. up 3.0% (7.3%), ad pages down 9.4% (3.9%), circ. up 0.8% (2.7%), market gross unit rev. down 0.3% (8.6%).

Among 1980 consumer markets, the Sunday Syndicated market ranked 14th in total revenue, 7th in advertising revenue, 30th in advertising pages, and 4th in total circulation. This market comprises 0.7% of all measured consumer titles, and 3.0% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 34.0 million, or 10.3% of all measured consumer magazine circulation.

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Parade	135,899	0.5	60.6
2	Family Weekly	88,357	7.0	39.4
	Total	224,256		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Parade	135,899	0.5	60.6
2	Family Weekly	88,357	7.0	39.4
	Total	224,256		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Family Weekly	943	-7.8	53.6
2	Parade	817	-11.0	46.4
	Total	1,760		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Parade	21,644,000	-0.7	63.6
2	Family Weekly	12,366,269	3.5	36.4
	Total	34,010,269		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Family Weekly	7.15	3.3
2	Parade	6.28	1.3

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Family Weekly	7.15	3.3
2	Parade	6.28	1.3

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv
1	Family Weekly	7.0	7.0
2	Parade	0.5	0.5

Family Weekly

CBS Publications (212) 980-0257
Publisher: Morton Frank **Advertising Director:** Patrick M.Linskey

Family Weekly is a newspaper magazine edited for general readership. Its feature subjects include personalities, stories behind the news, unusual personal experiences, national affairs, social problems, entertainment, sports, recreation, health, science, child care, family relations, adventure, true mysteries, and inspiration. Regular departments include food section, humor page, and childrens page.

Research Studies Available: Contact Publisher

Parade

Publisher: W.J. Reynolds **Advertising Director:** J. Martise

Parade is a general interest publication edited for a mass audience. Parade's editorial content concentrates on people, education, the Washington and Hollywood scenes, science and medicine keeping a close watch on changing tastes and trends. The content is approximately 55% text and 45% photos. Articles run from 200 to 3000 words. Parade is interested in getting the feature angle behind the stories in the news with an emphasis on human interest as well as anecdotal material.

Figures are FOLIO estimates

Travel

Among 1980 consumer markets, the Travel market ranked 26th in total revenue, 28th in advertising revenue, 28th in advertising pages, and 23rd in total circulation. This market comprises 1.5% of all measured consumer titles, and 0.6% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 3.6 million, or 1.1% of all measured consumer magazine circulation.

The following percentages show the 1980 Travel market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Travel market with growth overall. Total revenue up 18.2% (7.7%), ad rev. up 4.8% (7.3%), ad pages down 3.8% (3.9%), circ. up 2.9% (2.7%), sub rev. up 9.8% (13.2%), market gross unit rev. up 14.9% (8.6%).

Total Revenue

		($000)	% Chg TotRv	Mrkt Shr %
1	Travel & Leisure	24,541	17.8	53.3
2	Travel/Holiday	9,284	-4.8	20.2
3	Signature	7,879	18.0	17.1
4	Motorland	4,367	NE	9.5
	Total	46,071		

Advertising Revenue

		($000)	% Chg Ad Rv	Mrkt Shr %
1	Travel & Leisure	15,033	15.5	67.7
2	Signature	3,564	11.5	16.1
3	Travel/Holiday	3,041	-6.8	13.7
4	Motorland	565	NE	2.5
	Total	22,203		

Subscription Revenue

		($000)	% Chg SubRv	Mrkt Shr %
1	Travel & Leisure	9,508	21.6	40.3
2	Travel/Holiday	5,942	-6.6	25.2
3	Signature	4,312	23.9	18.3
4	Motorland	3,802	NE	16.1
	Total	23,564		

Newsstand Revenue

		($000)	% Chg NwsRv	Mrkt Shr %
1	Travel/Holiday	301	144.3	99.0
2	Signature	3	216.2	1.0
3	Motorland	0	NE	NE
4	Travel & Leisure	0	0.0	0.0
	Total	304		

Ad Pages

			%Chg AdPg	Mrkt Shr %
1	Travel & Leisure	978	4.8	46.0
2	Travel/Holiday	538	1.7	25.3
3	Signature	518	-2.3	24.4
4	Motorland	93	NE	4.4
	Total	2,127		

Average Circulation

			% Chg Circ.	Mrkt Shr %
1	Motorland	1,267,225	NE	34.9
2	Travel & Leisure	950,807	2.2	26.2
3	Travel/Holiday	785,652	1.5	21.6
4	Signature	631,325	1.2	17.4
	Total	3,635,009		

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

			% Chg GrUnRv
1	Travel & Leisure	25.81	15.3
2	Signature	12.48	16.6
3	Travel/Holiday	11.82	-6.2
4	Motorland	3.45	NE

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg AdUnRv
1	Travel & Leisure	15.81	13.1
2	Signature	5.65	10.2
3	Travel/Holiday	3.87	-8.2
4	Motorland	0.45	NE

Circulation Unit Revenue
(Circ. rev. ÷ avg. circ.)

			% Chg CrUnRv
1	Travel & Leisure	10.00	19.0
2	Travel/Holiday	7.95	-5.2
3	Signature	6.84	22.5
4	Motorland	3.00	NE

Growth
(1980 vs. 1979)

		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Signature	18.0	11.5	23.9	216.2
2	Travel & Leisure	17.8	15.5	21.6	0.0
3	Motorland	NE	NE	NE	NE
4	Travel/Holiday	-4.8	-6.8	-6.6	144.3

(Continued on page 315)

Figures are FOLIO estimates

Weeklies

Among 1980 consumer markets, the Weeklies market ranked 1st in total revenue, 1st in advertising revenue, 1st in advertising pages, and 1st in total circulation. This market comprises 6.6% of all measured consumer titles, and 34.3% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 82.5 million, or 24.9% of all measured consumer magazine circulation.

The following percentages show the 1980 Weeklies market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Weeklies market with growth overall. Total revenue up 6.5% (7.7%), ad rev. up 6.1% (7.3%), ad pages down 3.8% (3.9%), circ. up 0.1% (2.7%), sub rev. up 5.2% (13.2%), newsstand rev. up 8.3% (-1.5%) market gross unit rev. up 5.2% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	T.V. Guide	613,850	8.3	23.9
2	Time	346,623	2.6	13.5
3	Newsweek	256,805	1.5	10.0
4	People	198,502	17.0	7.7
5	Sports Illustrated	196,183	9.4	7.6
6	Business Week	153,390	10.6	6.0
7	Parade	135,899	0.5	5.3
8	National Enquirer	124,510	-3.5	4.8
9	U.S. News & World Rep.	120,956	9.0	4.7
10	Family Weekly	88,357	7.0	3.4
11	The Star	84,248	8.9	3.3
12	The New Yorker	60,989	18.[illegible]	2.4
13	New York Times Mag..	56,039	19.7	2.2
14	The Globe	42,556	8.5	1.7
15	Jet	29,351	27.1	1.1
16	Us	25,911	18.3	1.0
17	Grit	17,430	-16.4	0.7
18	Sporting News	17,011	38.1	0.7
	Total	2,568,610		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	T.V. Guide	239,468	8.8	16.5
2	Time	214,139	1.9	14.8
3	Newsweek	175,049	3.0	12.1
4	Parade	135,899	0.5	9.4
5	Business Week	129,554	10.8	8.9
6	Sports Illustrated	123,052	4.6	8.5
7	People	102,138	17.5	7.1
8	Family Weekly	88,357	7.0	6.1
9	U.S. News & World Rep.	73,139	6.6	5.1
10	New York Times Mag..	56,039	19.7	3.9
11	The New Yorker	48,095	19.6	3.3
12	National Enquirer	24,250	1.0	1.7
13	The Star	13,360	19.3	0.9
14	The Globe	7,779	10.0	0.5
15	Us	6,156	6.1	0.4
16	Jet	5,333	-1.0	0.4
17	Sporting News	3,292	10.7	0.2
18	Grit	3,164	-25.9	0.2
	Total	1,448,263		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	T.V. Guide	136,013	3.1	27.0
2	Time	112,907	3.3	22.4
3	Newsweek	66,188	-3.2	13.1
4	Sports Illustrated	65,756	18.0	13.1
5	U.S. News & World Rep.	42,832	10.5	8.5
6	Business Week	21,448	6.2	4.3
7	People	14,544	55.7	2.9
8	The New Yorker	10,592	14.3	2.1
9	Jet	7,625	5.3	1.5
10	Sporting News	7,587	34.3	1.5
11	National Enquirer	5,828	-2.7	1.2
12	Us	5,609	63.5	1.1
13	Grit	4,075	-2.1	0.8
14	The Star	1,944	28.7	0.4
15	The Globe	535	-19.4	0.1
16	Family Weekly	0	0.0	0.0
17	New York Times Mag..	0	0.0	0.0
18	Parade	0	0.0	0.0
	Total	503,483		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	T.V. Guide	238,369	11.1	38.6
2	National Enquirer	94,436	-4.6	15.3
3	People	81,820	11.6	13.3
4	The Star	68,944	6.6	11.2
5	The Globe	34,243	8.7	5.6
6	Time	19,578	6.1	3.2
7	Jet	16,393	56.7	2.7
8	Newsweek	15,569	6.0	2.5
9	Us	14,145	11.7	2.3
10	Grit	10,191	-18.0	1.7
11	Sports Illustrated	7,375	22.9	1.2
12	Sporting News	6,132	65.9	1.0
13	U.S. News & World Rep.	4,984	38.0	0.8
14	Business Week	2,388	52.6	0.4
15	The New Yorker	2,302	7.2	0.4
16	Family Weekly	0	0.0	0.0
17	New York Times Mag..	0	0.0	0.0
18	Parade	0	0.0	0.0
	Total	616,869		

*Though *Us* is a biweekly, it competes in this market.

(continued...)

Weeklies *(continued)*

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Business Week	4,941	-2.1	12.9
2	New York Times Mag..	4,398	1.1	11.5
3	The New Yorker	4,223	1.1	11.0
4	T.V. Guide	3,747	0.4	9.8
5	People	3,275	-4.3	8.6
6	Newsweek	3,098	-9.2	8.1
7	Time	2,719	-9.8	7.1
8	Sports Illustrated	2,511	-7.2	6.6
9	U.S. News & World Rep.	1,935	-6.5	5.1
10	National Enquirer	1,404	0.0	3.7
11	The Globe	972	10.0	2.5
12	Family Weekly	943	-7.8	2.5
13	The Star	936	0.0	2.4
14	Jet	859	-6.7	2.2
15	Parade	817	-11.0	2.1
16	Sporting News	599	-19.9	1.6
17	Us	553	-13.9	1.4
18	Grit	366	-21.8	1.0
	Total	38,296		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Parade	21,644,000	-0.7	26.2
2	T.V. Guide	18,426,194	-4.5	22.3
3	Family Weekly	12,366,269	3.5	15.0
4	National Enquirer	5,032,486	0.3	6.1
5	Time	4,407,928	2.7	5.3
6	The Star	3,444,669	6.8	4.2
7	Newsweek	2,958,397	0.8	3.6
8	People	2,407,501	5.2	2.9
9	Sports Illustrated	2,304,570	1.0	2.8
10	U.S. News & World Rep.	2,070,611	0.8	2.5
11	The Globe	1,687,732	7.8	2.0
12	New York Times Mag..	1,430,358	0.4	1.7
13	Us	1,054,796	24.9	1.3
14	Grit	835,942	-12.1	1.0
15	Business Week	820,313	2.6	1.0
16	Jet	711,804	0.0	0.9
17	The New Yorker	502,377	0.6	0.6
18	Sporting News	430,150	35.4	0.5
	Total	82,536,097		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Business Week	186.99	7.9
2	The New Yorker	121.40	17.4
3	Newsweek	86.81	0.7
4	Sports Illustrated	85.13	8.2
5	People	82.45	11.2
6	Time	78.64	-0.1
7	U.S. News & World Rep.	58.42	8.1
8	Jet	41.24	27.1
9	Sporting News	39.55	1.9
10	New York Times Mag..	39.18	19.3
11	T.V. Guide	33.31	13.3
12	The Globe	25.22	0.6
13	National Enquirer	24.74	-3.8
14	Us	24.56	-5.3
15	The Star	24.46	2.0
16	Grit	20.85	-5.0
17	Family Weekly	7.15	3.3
18	Parade	6.28	1.3

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Business Week	157.93	8.1
2	The New Yorker	95.73	18.9
3	Newsweek	59.17	2.2
4	Sports Illustrated	53.39	3.5
5	Time	48.58	-0.8
6	People	42.42	11.7
7	New York Times Mag..	39.18	19.3
8	U.S. News & World Rep.	35.32	5.8
9	T.V. Guide	13.00	13.8
10	Sporting News	7.65	-18.3
11	Jet	7.49	-1.0
12	Family Weekly	7.15	3.3
13	Parade	6.28	1.3
14	Us	5.84	-15.1
15	National Enquirer	4.82	0.7
16	The Globe	4.61	2.1
17	The Star	3.88	11.7
18	Grit	3.78	-15.8

(continued...)

Figures are FOLIO estimates

Weeklies (continued)

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	People	40.03	10.8
2	Jet	33.74	35.7
3	Sporting News	31.89	8.4
4	Sports Illustrated	31.73	17.3
5	Time	30.06	1.1
6	Business Week	29.06	6.8
7	Newsweek	27.64	-2.4
8	The New Yorker	25.67	12.3
9	U.S. News & World Rep.	23.09	12.0
10	The Globe	20.61	0.3
11	The Star	20.58	0.3
12	T.V. Guide	20.32	13.0
13	National Enquirer	19.92	-4.8
14	Us	18.73	-1.8
15	Grit	17.07	-2.2
16	Family Weekly	0.00	0.0
17	New York Times Mag..	0.00	0.0
18	Parade	0.00	0.0

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Sporting News	38.1	10.7	34.3	65.9
2	Jet	27.1	-1.0	5.3	56.7
3	New York Times Mag..	19.7	19.7	0.0	0.0
4	Us	18.3	6.1	63.5	11.7
5	The New Yorker	18.1	19.6	14.3	7.2
6	People	17.0	17.5	55.7	11.6
7	Business Week	10.6	10.8	6.2	52.6
8	Sports Illustrated	9.4	4.6	18.0	22.9
9	U.S. News & World Rep.	9.0	6.6	10.5	38.0
10	The Star	8.9	19.3	28.7	6.6
11	The Globe	8.5	10.0	-19.4	8.7
12	T.V. Guide	8.3	8.8	3.1	11.1
13	Family Weekly	7.0	7.0	0.0	0.0
14	Time	2.6	1.9	3.3	6.1
15	Newsweek	1.5	3.0	-3.2	6.0
16	Parade	0.5	0.5	0.0	0.0
17	National Enquirer	-3.5	1.0	-2.7	-4.6
18	Grit	-16.4	-25.9	-2.1	-18.0

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazine: *The Nation*.

Business Week

McGraw Hill Publications (212) 997-1221
Publisher: R.B. Alexander **Advertising Director:** Orlin R. Davis

Business Week is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry - or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Research Studies Available: Contact Publisher

Family Weekly

CBS Publications (212) 980-0257
Publisher: Morton Frank **Advertising Director:** Patrick M. Linskey

Family Weekly is a newspaper magazine edited for general readership. Its feature subjects include personalities, stories behind the news, unusual personal experiences, national affairs, social problems, entertainment, sports, recreation, health, science, child care, family relations, adventure, true mysteries, and inspiration. Regular departments include food section, humor page, and children's page.

Research Studies Available: Contact Publisher

The Globe

Globe International Inc. (514) 866-7744
Publisher: Michael Rosenbloom

Research Studies Available: Contact Publisher

Grit

Grit Publishing Co. (717) 326-1771
Advertising Director: Joseph E. Sands

Grit is devoted to America's small towns. It provides magazine-like features for various members of the family. Each week's Grit contains national and international news, sports, true stories of human interest and high acheivement, romantic and Western fiction, recipes, patterns, household hints, hobbies (coins, stamps, checkers, antiques) humor, comics, verse, puzzles, sermons, curiosities, personalities, and tips on home improvement, car repair, gardening, beauty, health and fashion. Grit is edited to reflect small-town tastes and needs.

Research Studies Available: Contact Publisher

Jet

Johnson Publishing Co. (312) 322-9200
Advertising Director: Lincoln T. Hudson

Jet is a national newsmagazine oriented to the Black population. Articles deal with hard news, news features, sports, books, education, Afro American History, entertainment, society, week's best photos, religion, and African affairs. Weekly columns include: Ticker Tape, USA; People; Paris Scratch Pad; People Are Talking About; New York Beat; and Soul Brothers Top 20 recordings. Each issue of Jet features a listing of Black performers appearing on the network TV shows for the week.

Research Studies Available: Contact Publisher

National Enquirer

National Enquirer, Inc. (212) 557-9210
Advertising Director: Ralph S. Gallagher

National Enquirer is a non fiction, general interest publication. It covers contemporary topics from around the world. Articles covering news events, original investigative reporting, celebrity and political personalities, psychic phenomena, health psychology, government waste and extravagance. Special emphasis is placed on human success, human interest, and self improvement.

Research Studies Available: Contact Publisher

The New York Times Magazine

The New York Times Co. (212) 556-1234
Advertising Director: Lance Primis

The New York Times Magazine's in-depth articles range across the spectrum of current affairs, from science and sports, to foreign affairs and changing lifestyles. While emphasis is given to providing interpretation and background on topics of current interest, articles are

(Continued on page 318)

Figures are FOLIO estimates

Women's fashion

Among 1980 consumer markets, the Women's Fashion market ranked 15th in total revenue, 13th in advertising revenue, 10th in advertising pages, and 19th in total circulation. This market comprises 1.8% of all measured consumer titles, and 2.4% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 4.8 million, or 1.5% of all measured consumer magazine circulation.

The following percentages show the 1980 Women's Fashion market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Women's Fashion market with growth overall. Total revenue up 11.1% (7.7%), ad rev. up 13.9% (7.3%), ad pages up 1.8% (3.9%), circ. up 4.0% (2.7%), sub rev. up 1.7% (13.2%), newsstand rev. up 10.2% (-1.5%) market gross unit rev. up 6.8% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Glamour	63,725	4.9	35.6
2	Vogue	52,641	12.6	29.4
3	Mademoiselle	32,461	13.0	18.2
4	Harper's Bazaar	20,658	22.8	11.6
5	W	9,339	18.2	5.2
	Total	178,824		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Glamour	36,072	6.4	35.6
2	Vogue	30,813	14.4	30.4
3	Mademoiselle	17,115	16.9	16.9
4	Harper's Bazaar	11,192	34.5	11.1
5	W	6,079	19.2	6.0
	Total	101,271		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Glamour	6,917	-2.9	31.4
2	Vogue	6,386	-1.0	29.0
3	W	2,944	14.1	13.3
4	Harper's Bazaar	2,943	2.6	13.3
5	Mademoiselle	2,865	7.2	13.0
	Total	22,055		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Glamour	20,738	5.1	37.4
2	Vogue	15,442	15.5	27.8
3	Mademoiselle	12,481	9.2	22.5
4	Harper's Bazaar	6,523	16.0	11.8
5	W	316	44.8	0.6
	Total	55,500		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Vogue	2,348	1.0	30.7
2	Glamour	1,941	-4.9	25.4
3	Mademoiselle	1,511	2.0	19.7
4	Harper's Bazaar	1,121	19.3	14.6
5	W	731	0.7	9.6
	Total	7,652		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Glamour	1,891,164	1.1	39.3
2	Vogue	1,077,316	8.3	22.4
3	Mademoiselle	1,009,304	6.9	21.0
4	Harper's Bazaar	647,733	3.1	13.5
5	W	181,380	-2.4	3.8
	Total	4,806,897		

(continued)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Vogue Patterns;* and 8 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Glamour

Glamour (212) 880-8657
Publisher: E. Louis Holtermann **Advertising Director:** Hal Cuddy

Glamour is edited for the personal interests of young women 18-35 with a 'how-to' approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college to car buying, cooking, books and movies, sex and health, monthly management, and legal matters. Glamour's 'How To Do Anything Better Guide' is a monthly section covering a variety of facts, finds, and special information.

Research Studies Available: Contact Publisher

Harper's Bazaar

Harper's Bazaar (212) 935-2712
Publisher: Martin Schrader **Advertising Director:** Richard Sarno

Harper's Bazaar is edited for the success-oriented woman. Editorial features emphasize fashion, beauty, health, diet, travel and entertainment. The editorial mix also includes profiles, interviews and articles.

Research Studies Available: Contact Publisher

Mademoiselle

Conde Nast Publications (212) 800-8800
Publisher: Joseph Fuchs **Advertising Director:** Elliot Marion

Mademoiselle is edited for young women 18-34. Mademoiselle offers as many options as possible on fashions, beauty, decorating, travel, entertaining, home sewing and crafts, careers, books and health. Food, alcoholic beverages and automotive information are treated regularly scheduled columns. In addition to covering these subjects, Mademoiselle publishes in-depth articles on subjects of current interest.

Research Studies Available: Contact Publisher

Vogue

Conde Nast Publications (212) 880-8800
Publisher: Richard A. Shortway **Advertising Director:** David Rubin

Women's fashion (continued)

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	W	51.49	21.1
2	Vogue	48.86	4.0
3	Glamour	33.70	3.7
4	Mademoiselle	32.16	5.7
5	Harper's Bazaar	31.89	19.1

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	W	33.52	22.1
2	Vogue	28.60	5.6
3	Glamour	19.07	5.2
4	Harper's Bazaar	17.28	30.4
5	Mademoiselle	16.96	9.4

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	Vogue	20.26	1.7
2	W	17.97	19.3
3	Mademoiselle	15.20	1.8
4	Glamour	14.62	1.9
5	Harper's Bazaar	14.61	8.1

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Harper's Bazaar	22.8	34.5	2.6	16.0
2	W	18.2	19.2	14.1	44.8
3	Mademoiselle	13.0	16.9	7.2	9.2
4	Vogue	12.6	14.4	-1.0	15.5
5	Glamour	4.9	6.4	-2.9	5.1

Vogue is edited for the woman who considers fashion a way of life. The magazines editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Research Studies Available: Contact Publisher

'W'

Fairchild Publications,Inc. (212) 741-4305

Publisher: John Fairchild **Advertising Director:** Eugene F. Fahy

'W' is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and includes: fashion, travel and beauty features, critism of the arts, and personality interviews.

Research Studies Available: 1980 Survey of Adults and Markets of Affluence, by Monroe Mendelson, 1980.

Marine (continued)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Cruising World, Chesapeake Bay Magazine, The Ensign, Yacht Racing/Cruising*; and 23 non-audited magazines that accept advertising. Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Boating

Ziff Davis Publishing Co. (212) 725-3972
Publisher: Jeff Hammond **Advertising Director:** J. Samuel Huey

Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features practical information on power boats, marine accessories, seamanship, and maintenance. Each issue, except January, features a Boat Test and an analysis of a current model power boat. The January issue contains a Directory of Power Boats and Equipment. Boating provides periodic guides to products for boatmen, offers commentary on various marine problems and features articles on inland and coastal cruising areas.

Research Studies Available: Contact Publisher

Motor Boating & Sailing

Hearst Corporation (212) 262-8244
Publisher: Robert J. O'Connor **Advertising Director:** David B. Fales

Motor Boating & Sailing is edited for owners of sail and powerboats and for others interested in recreation on the water. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport of as well as entertainment and practical instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, and boat maintenance.

Research Studies Available: Contact Publisher

Sail

Meredith Corporation (617) 227-0888
Publisher: Donald A. Macaulay **Advertising Director:** Ian Duncan

Sail is edited for the U.S. sailing community - some expert, others beginners actively involved in the development of their sailing skills. Feature articles are written on subjects such as hull and sail design, rigging, tuning, sail trimming, spinnaker handling, wind conditions, etc. Regular departments include boat and equipment design commentary, new boat and new product news and columns on daysailing, MORC, cruising and ocean racing.

Research Studies Available: Contact Publisher

Yachting

Ziff Davis Publishing Co. (212) 725-7680
Publisher: Edward D. Muhlfeld **Advertising Director:** Alexander Armentrout

Yachting is edited for pleasure boat enthusiasts - men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Research Studies Available: Contact Publisher

Women's lifestyle

Among 1980 consumer markets, the Women's Lifestyle market ranked 10th in total revenue, 9th in advertising revenue, 5th in advertising pages, and 10th in total circulation. This market comprises 4.4% of all measured consumer titles, and 4.8% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 11.9 million, or 3.6% of all measured consumer magazine circulation.

The following percentages show the 1980 Women's Lifestyle market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Women's Lifestyle market with growth overall. Total revenue up 11.0% (7.7%), ad rev. up 16.1% (7.3%), ad pages up 5.6% (3.9%), circ. up 6.8% (2.7%), sub rev. up 2.7% (13.2%), newsstand rev. up 7.4% (-1.5%) market gross unit rev. up 3.9% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Cosmopolitan	107,050	7.4	30.0
2	Glamour	63,725	4.9	17.9
3	Vogue	52,641	12.6	14.8
4	Mademoiselle	32,461	13.0	9.1
5	Playgirl	20,646	9.2	5.8
6	Self	19,399	50.9	5.4
7	Essence	14,203	17.9	4.0
8	New Woman	13,703	9.3	3.8
9	Town & Country	13,408	29.3	3.8
10	Working Woman	7,579	61.0	2.1
11	Ms.	6,748	-3.0	2.0
12	Working Mother	3,849	0.0	1.1
	Total	355,412		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Cosmopolitan	54,581	9.8	30.4
2	Glamour	36,072	6.4	20.1
3	Vogue	30,813	14.4	17.2
4	Mademoiselle	17,115	16.9	9.5
5	Town & Country	9,481	37.3	5.3
6	Essence	7,958	23.0	4.4
7	Self	7,908	243.8	4.4
8	New Woman	3,804	7.9	2.1
9	Ms.	3,709	13.5	2.1
10	Playgirl	3,225	24.0	1.8
11	Working Woman	3,209	142.7	1.8
12	Working Mother	1,745	NE	1.0
	Total	179,620		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Glamour	6,917	-2.9	16.8
2	Vogue	6,386	-1.0	15.5
3	Self	4,361	6.3	10.6
4	Working Woman	3,753	39.6	9.1
5	Essence	3,362	5.3	8.2
6	Mademoiselle	2,865	7.2	7.0
7	Town & Country	2,256	16.7	5.5
8	Ms.	2,235	-22.9	5.5
9	Playgirl	2,192	21.8	5.3
10	New Woman	2,161	17.4	5.3
11	Cosmopolitan	2,002	-6.6	4.9
12	Working Mother	1,403	NE	3.4
	Total	39,893		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Cosmopolitan	50,467	5.6	37.1
2	Glamour	20,738	5.1	15.2
3	Vogue	15,442	15.5	11.3
4	Playgirl	15,229	5.0	11.2
5	Mademoiselle	12,481	9.2	9.2
6	New Woman	7,738	7.9	5.7
7	Self	7,129	10.4	5.2
8	Essence	2,884	21.2	2.1
9	Town & Country	1,671	9.2	1.2
10	Ms.	804	117.3	0.7
11	Working Mother	700	NE	0.5
12	Working Woman	617	-11.2	0.5
	Total	135,900		

(continued...)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Vital and Savvy*.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Cosmopolitan

Hearst Corporation (212) 262-7417
Publisher: Louis E. Porterfield **Advertising Director:** William T. Hunt

Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts, with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Research Studies Available: Contact Publisher

Essence

Essence Communications,Inc. (212) 730-4271
Publisher: Ed Lewis **Advertising Director:** Clarence O. Smith

Essence is a full-service magazine for Black women 18-34. Essence editorial is dedicated to helping readers achieve their maximum potential in various lifestyles and roles. The editorial content includes work and educational opportunities; fashion and beauty; health and parenting; lifestyle and information on home, food and products; travel; entertainment and cultural reviews; profiles of celebrities and significant achievers; and fiction.

Research Studies Available: Travel Study, by Les A. Rifkin & Assoc, Inc., 1978; Food & Beverage Survey, by Signet, 1979; Beauty & Grooming Survey, by Signet, 1979.

Glamour

Glamour Magazine (212) 880-8657
Publisher: Louis E. Holtermann **Advertising Director:** Hal Cuddy

Figures are FOLIO estimates
NE = Not Estimated

Women's lifestyle (continued)

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Vogue	2,348	1.0	17.1
2	Cosmopolitan	2,344	-3.0	17.1
3	Glamour	1,941	-4.9	14.1
4	Mademoiselle	1,511	2.0	11.0
5	Town & Country	1,502	25.3	10.9
6	Essence	977	11.4	7.1
7	Self	705	35.3	5.1
8	Ms.	571	-4.2	4.2
9	Working Woman	559	54.8	4.1
10	Playgirl	511	24.9	3.7
11	Working Mother	468	NE	3.4
12	New Woman	306	-1.6	2.2
	Total	13,743		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Cosmopolitan	2,824,916	2.5	23.8
2	Glamour	1,891,164	1.1	15.9
3	New Woman	1,252,732	10.6	10.5
4	Vogue	1,077,316	8.3	9.1
5	Mademoiselle	1,009,304	6.9	8.5
6	Self	849,968	4.2	7.2
7	Playgirl	785,848	7.6	6.6
8	Essence	600,148	-0.1	5.1
9	Ms.	475,805	-5.7	4.2
10	Working Woman	404,218	33.4	3.4
11	Working Mother	293,627	NE	2.5
12	Town & Country	222,455	14.1	1.9
	Total	11,687,521		

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Town & Country	60.27	13.4
2	Vogue	48.86	4.0
3	Cosmopolitan	37.89	4.9
4	Glamour	33.70	3.7
5	Mademoiselle	32.16	5.7
6	Playgirl	26.27	1.6
7	Essence	23.67	18.1
8	Self	22.82	44.7
9	Working Woman	18.75	20.7
10	Working Mother	13.11	NE
11	Ms.	12.16	-14.0
12	New Woman	10.94	-1.2

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Town & Country	42.62	20.4
2	Vogue	28.60	5.6
3	Cosmopolitan	19.32	7.1
4	Glamour	19.07	5.2
5	Mademoiselle	16.96	9.4
6	Essence	13.26	23.1
7	Self	9.30	229.9
8	Working Woman	7.94	82.0
9	Working Mother	5.94	NE
10	Ms.	5.52	-14.7
11	Playgirl	4.10	15.3
12	New Woman	3.04	-2.5

(continued...)

Glamour is edited for the personal interests of young women 18-35 with a 'how to' approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's 'How To Do Anything Better Guide' is a monthly section covering a variety of facts, finds, and special information.

Research Studies Available: Fragrance for Women, by Mark Clements.

Mademoiselle

Conde Nast Publications (212) 800-8800
Publisher: Joseph Fuchs **Advertising Director:** Elliot Marion

Mademoiselle is edited for women 18-34. Mademoiselle offers as many options as possible on subjects concerning fashions, beauty, decorating, travel, entertaining, home sewing and crafts, careers, books, health. Food, alcoholic beverages and automotive information are treated in regularly scheduled columns. In addition to covering these subjects, Mademoiselle publishes in-depth articles on subjects of current interest.

Research Studies Available: Contact Publisher

Ms.

Ms. Magazine (212) 719-9800
Publisher: Patricia Carbine **Advertising Director:** Anne Holton

Ms. is a magazine by women for women. It serves as a forum for women and men to share honest information about their changing roles. In-depth articles are featured on child rearing, politics, medicine, psychology, economics, films, books, music, art and education. Both male and female writers emphasize the 'How to' as well as the theoretical aspects of change.

Research Studies Available: Money Survey, by Ms. Magazine Research Dept, 1977.

New Woman

New Woman, Inc. (305) 833-4583
Publisher: Margaret Harold Whitehead **Advertising Director:** Peggy Ann Barnett

New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, careers-and-love kind of life rather than either/or, career-or-love choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, news on the college front, humor, entertainment, and quick-prep food and drinks, beauty, fashion, travel, female pacesetters in industry and the professions, and new styles of marriage.

Research Studies Available: Contact Publisher

Playgirl

Playgirl, Inc. (213) 450-0900
Publisher: Ira E. Ritter **Advertising Director:** Leonard Oxenberg

Playgirl Magazine is edited by women to meet the demands of today's woman. Features include male nude centerfold, fiction, cartoons,

Figures are FOLIO estimates

Women's lifestyle (continued)

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1 Playgirl	22.17	-0.6
2 Vogue	20.26	1.7
3 Cosmopolitan	18.57	2.6
4 Town & Country	17.65	-0.6
5 Mademoiselle	15.20	1.8
6 Glamour	14.62	1.9
7 Self	13.52	4.4
8 Working Woman	10.84	-3.2
9 Essence	10.41	12.3
10 New Woman	7.90	-0.7
11 Working Mother	7.16	0.0
12 Ms.	6.64	-13.3

Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1 Working Woman	61.0	142.7	39.6	-11.2
2 Self	50.9	243.8	6.3	10.4
3 Town & Country	29.3	37.3	16.7	9.2
4 Essence	17.9	23.0	5.3	21.2
5 Mademoiselle	13.0	16.9	7.2	9.2
6 Vogue	12.6	14.4	-1.0	15.5
7 New Woman	9.3	7.9	17.4	7.9
8 Playgirl	9.2	24.0	21.8	5.0
9 Cosmopolitan	7.4	9.8	-6.6	5.6
10 Glamour	4.9	6.4	-2.9	5.1
11 Ms.	-5.0	13.5	-22.9	-17.3
12 Working Mother	0.0	0.0	0.0	0.0

entertainment reviews, beauty and fashion, cooking and travel. Feature articles deal with current events, sex and health, in-depth interviews of prominent celebrities, and other topics of interest to the women of today.

Research Studies Available: Contact Publisher

Self Magazine

Conde Nast Publications (212) 880-8804
Publisher: Verne E. Westerberg **Advertising Director:** J. Kevin Madden

Self is edited for the educated, active women of today. It is edited to stimulate the understanding, enrichment, and realization of individual potential. Self focuses on the theme of self-improvement and each month explores such areas as diet and nutrition, emotional well-being, sex, beauty and fashion, physical fitness, money management, careers and entertainment. Regular features include book reviews, and excerpts, 'personality' interviews and comments on trends in the arts, TV, movies, sports and travel.

Research Studies Available: Trends in Nutrition I & II, by Mark Clements with National Family Opinion Poll 1980, 1981; Women and You, A Study of Changing Attitudes of American Women Towards Alcoholic Beverages, Mark Clements Research with National Family Opinion Poll 1980, 1981.

Town & Country

Hearst Magazine Division (212) 935-5900
Publisher: David McCann **Advertising Director:** Trish Birch

Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Research Studies Available: Shopping Habits Study for Detroit, Town & Country Research Dept.; Shopping Habits Study for Los Angeles, Boston, Atlanta, Houston, by Town & Country Research Dept.; Beauty Study, by Town & Country Research Dept.

Vogue

Conde Nast Publications (212) 880-8800
Publisher: Richard A. Shortway **Advertising Director:** David Rubin

Vogue is edited for the woman who considers fashion a way of life. The magazines editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing editors.

Research Studies Available: Contact Publisher

Working Mother

McCall Publishing Company (212) 551-9500
Advertising Director: Carol Evans

Working Mother is a womens service magazine edited for working women with children under 18 years of age living in the household. Editorial focus on their needs, problems and challenges of combining children, husband, home and job placing emphasis on family relationships. Includes articles on home management, cooking and entertaining, healthcare, money management, time organization, personal fulfillment and job related issues.

Research Studies Available: Contact Publisher

Working Woman

Working Woman Magazine (212) 944-5250
Publisher: James B.Horton **Advertising Director:** Carol A. Taber

Working Woman is edited for women who are achieving in their careers. Contents include articles on personal financial advice, investment options, career fields, job opportunities, economic trends affecting women, as well as information on getting, keeping and advancing in jobs. Service features give news on fashion, beauty, decorating and food. Regular columns include financial and legal advice, travel, health and career advancement.

Research Studies Available: Contact Publisher

Women's mass market

Among 1980 consumer markets, the Women's Mass Market market ranked 2nd in total revenue, 2nd in advertising revenue, 8th in advertising pages, and 2nd in total circulation. This market comprises 2.6% of all measured consumer titles, and 12.8% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 44.4 million, or 13.4% of all measured consumer magazine circulation.

Since this is the first time that the Women's Mass Market market appears in the Folio 400 study, it is impossible to draw any year-to-year growth comparisons for the market. Beginning with 1982 Folio 400, this market's growth will be measured along with all others.

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Woman's Day	163,455	8.0	17.0
2	Better Homes & Gardens	162,909	0.2	16.9
3	Family Circle	162,390	-2.7	16.9
4	Good Housekeeping	147,068	6.7	15.3
5	McCall's	120,456	-3.0	12.5
6	Ladies Home Journal	108,299	6.0	11.3
7	Redbook	96,860	9.0	10.1
	Total	961,437		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Woman's Day	95,347	7.5	17.9
2	Better Homes & Gardens	94,004	0.2	17.6
3	Family Circle	90,391	-4.8	16.9
4	Good Housekeeping	87,318	12.0	16.4
5	McCall's	63,909	-4.7	12.0
6	Ladies Home Journal	52,578	0.7	9.8
7	Redbook	50,298	1.6	9.4
	Total	533,845		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Better Homes & Gardens	58,341	-2.9	27.8
2	McCall's	45,002	0.9	21.4
3	Ladies Home Journal	41,274	18.4	19.7
4	Redbook	33,626	34.7	16.0
5	Good Housekeeping	31,033	-6.4	14.8
6	Woman's Day	611	11.4	0.3
7	Family Circle	0	0.0	0.0
	Total	209,887		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Family Circle	71,999	0.2	33.1
2	Woman's Day	67,497	8.6	31.0
3	Good Housekeeping	28,717	7.3	13.2
4	Ladies Home Journal	14.448	-4.3	6.6
5	Redbook	12,[illegible]35	-10.3	5.9
6	McCall's	11,545	-7.5	5.3
7	Better Homes & Gardens	10,563	21.1	4.9
	Total	217,704		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Good Housekeeping	1,923	0.7	18.4
2	Family Circle	1,592	-11.4	15.3
3	Woman's Day	1,592	-0.3	15.3
4	Better Homes & Gardens	1,525	-9.3	14.6
5	Redbook	1,354	-8.9	13.0
6	McCall's	1,227	-9.0	11.8
7	Ladies Home Journal	1,217	-8.9	11.7
	Total	10,430		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Better Homes & Gardens	8,055,040	0.0	18.1
2	Woman's Day	7,661,274	1.7	17.3
3	Family Circle	7,443,306	-3.1	16.8
4	McCall's	6,237,176	-4.3	14.0
5	Ladies Home Journal	5,502,232	-1.2	12.4
6	Good Housekeeping	5,214,891	-0.2	11.7
7	Redbook	4,293,943	-1.9	9.7
	Total	44,407,862		

(continued...)

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Better Homes & Gardens

Meredith Corporation (212) 557-2544
Publisher: J. Wesley Silk **Advertising Director:** J. Wesley Silk

Better Homes & Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes & Gardens covers in depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new-product information and shopping.

Research Studies Available: Contact Publisher

Family Circle

Family Circle (212) 593-8000
Publisher: Robert F. Young **Advertising Director:** Thomas C. Redd

Family Circle is edited for contemporary women. Editorial concerns actionable ideas, primarily in the areas of health and beauty, self improvement, fashion, crafts, home management, home improvement and family care. Regular features and columns include Food and Nutrition, Money Management, Buyers Guide, Women's World, Here's News in Medicine, Dear Beauty Editor, I Wasn't Born Beautiful, Careerscope, Travel Vacation Guides and Shopping Circle - A mail order section.

Research Studies Available: Contact Publisher

Good Housekeeping

Hearst Corporation (212) 262-5700

Women's mass market *(continued)*

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Good Housekeeping	28.20	6.9
2	Redbook	22.56	11.1
3	Family Circle	21.82	0.5
4	Woman's Day	21.34	6.1
5	Better Homes & Gardens	20.22	0.1
6	Ladies Home Journal	19.68	7.3
7	McCall's	19.31	1.3

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Good Housekeeping	16.74	12.2
2	Woman's Day	12.45	5.7
3	Family Circle	12.14	-1.8
4	Redbook	11.71	3.6
5	Better Homes & Gardens	11.67	0.2
6	McCall's	10.25	-0.4
7	Ladies Home Journal	9.56	1.9

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	Good Housekeeping	11.46	-0.1
2	Redbook	10.84	20.5
3	Ladies Home Journal	10.13	12.9
4	Family Circle	9.67	3.5
5	McCall's	9.07	3.5
6	Woman's Day	8.89	6.8
7	Better Homes & Gardens	8.55	0.1

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Redbook	9.0	1.6	34.7	-10.3
2	Woman's Day	8.0	7.5	11.4	8.6
3	Good Housekeeping	6.7	12.0	-6.4	7.3
4	Ladies Home Journal	6.0	0.7	18.4	-4.3
5	Better Homes & Gardens	0.2	0.2	-2.9	21.1
6	Family Circle	-2.7	-4.8	0.0	0.2
7	McCall's	-3.0	-4.7	0.9	-7.5

Publisher: Raymond J. Petersen **Advertising Director:** Gordon J. Semerad

Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relationships in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard fact information.

Research Studies Available: Contact Publisher

Ladies Home Journal

Charter Communications (212) 872-8000
Publisher: Robert D. Thomas **Advertising Director:** Ron Valerio

Ladies Home Journal is a contemporary womens service magazine. Editorial departments cover Food and Equipment, Health, Beauty, Fashion, and Patterns, Interior Design, and Crafts, Articles and Fiction, with homemaking accounting for over half of the editorial content of each issue. The other half is devoted to subjects of general interest. Regular features include 'Whats Happening' by Gene Shalit, 'Spending Your Money' by Sylvia Porter, 'Mothering' by Geraldine Carro, 'Psychiatrists Notebook' by Dr. Theodore Rubin, and such well-known featues as 'How America Lives' and 'Can This Marriage be Saved?'

Research Studies Available: Wine & Women, 1977; Auto Aftermarket, 1978; Women Taking Stock, 1977; Breakfast Study, 1979; Favorite Foods, 1977; Food Topics, 1978; What's Happening to Mealtime, 1979; Recipe Study, 1979; Microwave Ovens, 1977; Microwave Update, 1979; Fragrance Study, 1976; Health & Beauty Aids, 1979; Toiletries, Family Care Products, Family Hygiene & Hair Removal, Hair & Nail Care, Special Care - Eye, foot, sun, mouth care, Daily care - Bath, deodorant, skin care; Sales Incentives & Premiums, 1977; Toy Purchase Study, 1977; Women & Travel, 1979; Men's Fragrance Products, 1976; New Home Owner, 1976; Care Labelling Study, 1976; Non-prescription Drugs, 1976; Cosmetic Attitudes, 1976 - Also studies dating back to 1972 on Beer, Fashion Interest, Home Sewing, Linens, Credit & Credit Cards, Baking with Yeast, Beverages, Frozen Foods, Meal Enhancers, Recipes & Cooking, Soup, Home Improvement Centers, Saccharin Ban, Household Cleaning Products, Household Polishing Products, Disposable Products.

McCall's

McCall Publishing Co. (212) 551-9500
Publisher: Raymond Eyes **Advertising Director:** Joseph Welty

McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life - from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts, and in-depth profiles of personalities in the news, as well as a special 8-page newsletter, Right Now. Regular columnists include Dr. William Nolan, Dr. Lee Salk and Julia Child.

Research Studies Available: Contact Publisher

Redbook

Charter Publishing Co. (212) 850-9301
Publisher: Peter S. Chidsey **Advertising Director:** Brian McCabe

Redbook is edited for young women 18 - 34 with special emphasis on the problems and challenges they face in forming their lives, careers and marriages. Feature articles concern such subjects as politics, medicine, psychology, education, national affairs, marital relationships and children. Approximately one-third of each issue is devoted to service, including beauty, food and nutrition, fashion, needlecrafts, home furnishings and equipment. A complete novel, plus several short stories are published monthly. Regular columnists include T. Barry Brazelton, M.D., Judy Langford Carter, Lorna and Philip Sarrel, M.D., Benjamin Spock, M.D., and Judith Viorst.

Research Studies Available: Travel & the 18-34 Market; Home Furnishings & the 18-34 Market.

Woman's Day

CBS Publications (212) 975-7565
Publisher: Peter Bonanni **Advertising Director:** Chuck Stentiford

Woman's Day is directed to helping contemporary women realize their life goals, and manage their daily tasks more efficiently. Primary coverage involves the food, housing, building, home furnishings, apparel, appliance and cosmetic and toiletries industries. Regular columns offer news in travel, medicine, automotive, money management, pet care. Additionally, articles treat the challenges of family life, child care, self-fulfillment.

Figures are FOLIO estimates

Women's service

Among 1980 consumer markets, the Women's Service market ranked 3rd in total revenue, 3rd in advertising revenue, 6th in advertising pages, and 3rd in total circulation. This market comprises 3.7% of all measured consumer titles, and 12.7% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 41.8 million, or 12.6% of all measured consumer magazine circulation.

The following percentages show the 1980 Women's Service market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Women's Service market with growth overall. Total revenue up 3.4% (7.7%), ad rev. up 2.0% (7.3%), ad pages down 5.7% (3.9%), circ. down 1.3% (2.7%), sub rev. up 9.3% (13.2%), newsstand rev. up 2.4% (-1.5%) market gross unit rev. up 4.8% (8.6%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Woman's Day	163,455	8.0	19.0
2	Family Circle	162,390	-2.7	18.9
3	Good Housekeeping	147,068	6.7	17.1
4	McCall's	120,456	-3.0	14.0
5	Ladies Home Journal	108,299	6.0	12.6
6	Redbook	96,860	9.0	11.3
7	Parents	25,115	28.3	2.9
8	Self	19,399	50.9	2.3
9	New Woman	13,703	9.3	1.6
10	Working Mother	3,849	NE	0.4
	Total	860,594		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Woman's Day	95,347	7.5	20.4
2	Family Circle	90,391	-4.8	19.4
3	Good Housekeeping	87,318	12.0	18.7
4	McCall's	63,909	-4.7	13.7
5	Ladies Home Journal	52,578	0.7	11.3
6	Redbook	50,298	1.6	10.8
7	Parents	13,553	54.7	2.9
8	Self	7,908	243.8	1.7
9	New Woman	3,804	7.9	0.8
10	Working Mother	1,745	NE	0.4
	Total	466,851		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	McCall's	45,002	0.9	26.4
2	Ladies Home Journal	41,274	18.4	24.2
3	Redbook	33,626	34.7	19.7
4	Good Housekeeping	31,033	-6.4	18.2
5	Parents	10,874	3.7	6.4
6	Self	4,361	6.3	2.6
7	New Woman	2,161	17.4	1.3
8	Working Mother	1,403	NE	0.8
9	Woman's Day	611	11.4	0.4
10	Family Circle	0	0.0	0.0
	Total	170,345		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Family Circle	71,999	0.2	32.2
2	Woman's Day	67,497	8.6	30.2
3	Good Housekeeping	28,717	7.3	12.9
4	Ladies Home Journal	14,448	-4.3	6.5
5	Redbook	12,935	-10.3	5.8
6	McCall's	11,545	-7.5	5.2
7	New Woman	7,738	7.9	3.5
8	Self	7,129	10.4	3.2
9	Working Mother	700	NE	0.3
10	Parents	688	109.8	0.3
	Total	223,396		

(continued...)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Lady's Circle, Savvy, Vital*, and 12 non audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Family Circle

Family Circle, Inc. (212) 593-8000
Publisher: Robert F. Young **Advertising Director:** Thomas C. Redd

Family Circle is edited for contemporary women. Editorial concerns actionable ideas, primarily in the areas of health and beauty, self improvement, fashion, crafts, home management, home improvement, and family care. Regular features and columns include Food and Nutrition, Money Management, Buyer's Guide, Women's World, Here's News in Medicine, Dear Beauty Editor, I Wasn't Born Beautiful, Careerscope, Travel Vacation Guides and Shopping Circle - a mail order section.

Research Studies Available: Contact Publisher

Good Housekeeping

Hearst Corporation (212) 262-5700
Publisher: Raymond J. Petersen **Advertising Director:** Gordon J. Semerad

Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard-fact information.

Research Studies Available: Contact Publisher

Ladies Home Journal

Charter Communications (212) 872-8000
Publisher: Robert D. Thomas **Advertising Director:** Ron Valerio

Ladies' Home Journal is a contemporary women's service magazine. Editorial departments cover Food and Equipment, Health and Beauty, Fashion and Patterns, Interior Design and Crafts, Articles and Fiction, with homemaking accounting for over half of the editorial content of each issue. The other half is devoted to subjects of general interest. Regular features include 'What's Happening' by Gene Shalit, 'Spon-

Figures are FOLIO estimates
NE = Not Estimated

Women's service *(continued)*

Ad Pages			%Chg AdPg	Mkt Shr %
1	Good Housekeeping	1,923	0.7	17.3
2	Family Circle	1,592	-11.4	14.3
3	Woman's Day	1,592	-0.3	14.3
4	Redbook	1,354	-8.9	12.1
5	McCall's	1,227	-9.0	11.0
6	Ladies Home Journal	1,217	-8.9	10.9
7	Parents	761	20.2	6.8
8	Self	705	35.3	6.3
9	Working Mother	468	NE	4.2
10	New Woman	306	-1.6	2.7
	Total	11,145		

Average Circulation			% Chg Circ	Mkt Shr %
1	Woman's Day	7,661,274	1.7	19.0
2	Family Circle	7,443,306	-3.1	18.5
3	McCall's	6,237,176	-4.3	15.5
4	Ladies Home Journal	5,502,232	-1.2	13.7
5	Good Housekeeping	5,214,891	-0.2	13.0
6	Redbook	4,293,943	-1.9	10.7
7	Parents	1,502,607	3.7	3.7
8	New Woman	1,252,732	10.6	3.1
9	Self	849,968	4.2	2.1
10	Working Mother	293,627	NE	0.7
	Total	40,251,756		

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Good Housekeeping	28.20	6.9
2	Self	22.82	44.7
3	Redbook	22.56	11.1
4	Family Circle	21.82	0.5
5	Woman's Day	21.34	6.1
6	Ladies Home Journal	19.68	7.3
7	McCall's	19.31	1.3
8	Parents	16.71	23.7
9	Working Mother	13.11	NE
10	New Woman	10.94	-1.2

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Good Housekeeping	16.74	12.2
2	Woman's Day	12.45	5.7
3	Family Circle	12.14	-1.8
4	Redbook	11.71	3.6
5	McCall's	10.25	-0.4
6	Ladies Home Journal	9.56	1.9
7	Self	9.30	229.9
8	Parents	9.02	49.2
9	Working Mother	5.94	NE
10	New Woman	3.04	-2.5

(continued...)

ding Your Money' by Sylvia Porter, 'Mothering' by Geraldine Carro, 'Psychiatrist's Notebook' by Dr. Theodore Rubin, and such well-known features as 'How America Lives' and 'Can This Marriage Be Saved?'.

Research Studies Available: Wine & Women, 1977; Auto Aftermarket, 1978; Women Taking Stock, 1977; Breakfast Study, 1979; Favorite Foods, 1977; Food Topics, 1978; What's Happening to Mealtime, 1979; Recipe Study, 1979; Microwave Ovens, 1977; Microwave Update, 1979; Fragrance Study, 1976; Health & Beauty Aids, 1979; Toiletries,(Family Care Products, Family Hygiene & Hair Removal, Hair & Nail Care, Special Care - Eye, foot, sun, mouth care, Daily care - Bath, deodorant, skin care; Sales Incentives & Premiums, 1977; Toy Purchase Study, 1977; Women & Travel, 1979; Men's Fragrance Products, 1976; New Home Owner, 1976; Care Labelling Study, 1976; Non-prescription Drugs, 1976; Cosmetic Attitudes, 1976 - Also studies dating back to 1972 on Beer, Fashion Interest, Home Sewing, Linens, Credit & Credit Cards, Baking with Yeast, Beverages, Frozen Foods, Meal Enhancers, Recipes & Cooking, Soup, Home Improvement Centers, Saccharin Ban, Household Cleaning Products, Household Polishing Products, Disposable Products.

McCall's

McCall Publishing Co. (212) 551-9500
Publisher: Raymond Eyes **Advertising Director:** Joseph Welty

McCall's is edited for the contemporary women. It keeps her up-to-date in every facet of her life - from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts, and in-depth profiles of personalities in the news as well as a special 8-page newsletter, Right Now. Regular columnists include Dr. William Nolen, Dr. Lee Salk, and Julia Child.

Research Studies Available: Contact Publisher

New Woman

New Woman, Inc. (305) 833-4583
Publisher: Margaret Harold Whitehead **Advertising Director:** Peggy Ann Barnett

New Women is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles - career-and-love kind of life, rather than the either/or - career-or-love choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, new news on the college front, humor, entertainment, and quick-prep food and drinks, beauty, fashion, travel, female pacesetters in industry and the professions, new styles of marriage.

Research Studies Available: Contact Publisher

Parents

Gruner & Jahr (212) 878-8700
Publisher: John G. Hahn **Advertising Director:** John G. Hahn

Parents is edited for young women 18 - 34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day- to-day needs and concerns of today's woman and her family. Regular departments include: Fashion, Food, Home, Beauty, As They Grow (8 part feature on pregnancy and birth, child development), Love and Marriage, Women at Work, How To, Pet Set, Money Lines, Dr. Wessel's Children's Health.

Research Studies Available: Consumer Viewpoint - Hair Care, by Parents for Product Marketing 1/80; Consumer Viewpoint - Cosmetics, by Parents for Product Marketing 1/81.

Figures are FOLIO estimates

Women's service *(continued)*

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*	Circ. UnitRv	% Chg CrUnRv
1 Self	13.52	4.4
2 Good Housekeeping	11.46	-0.1
3 Redbook	10.84	20.5
4 Ladies Home Journal	10.13	12.9
5 Family Circle	9.67	3.5
6 McCall's	9.07	3.5
7 Woman's Day	8.89	6.8
8 New Woman	7.90	-0.7
9 Parents	7.69	3.1
10 Working Mother	7.16	NE

Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1 Self	50.9	243.8	6.3	10.4
2 Parents	28.3	54.7	3.7	109.8
3 New Woman	9.3	7.9	17.4	7.9
4 Redbook	9.0	1.6	34.7	-10.3
5 Woman's Day	8.0	7.5	11.4	8.6
6 Good Housekeeping	6.7	12.0	-6.4	7.3
7 Ladies Home Journal	6.0	0.7	18.4	-4.3
8 Working Mother	NE	NE	NE	NE
9 Family Circle	-2.7	-4.8	0.0	0.2
10 McCall's	-3.0	-4.7	0.9	-7.5

Redbook

Charter Publishing Company (212) 850-9301
Publisher: Peter S. Chidsey **Advertising Director:** Brian McCabe

Redbook is edited for young women 18 - 34 with special emphasis on the problems and challenges they face in forming their lives, careers and marriages. Feature articles concern such subjects as politics, medicine, psychology, education, national affairs, marital relationships and children. Approximately one-third of each issue is devoted to service, including beauty, food and nutrition, fashion, needlecrafts, home furnishings and equipment. A complete novel plus several short stories are published monthly. Regular columnists include T. Barry Brazelton, M.D., Judy Langford Carter, Lorna and Philip Sarrel, M.D., Benjamin Spock, M.D. and Judith Viorst.

Research Studies Available: Travel & the 18-34 Market; Home Furnishings & the 18-34 Market.

Self

Conde Nast Publications (212) 880-8804
Publisher: Verne E. Westerberg **Advertising Director:** J. Kevin Madden

Self is edited for the educated, active women of today. It is edited to stimulate the understanding, enrichment and realization of individual potential. Self focuses on the theme of self-improvement and each month explores such areas as diet and nutrition, emotional well-being, sex, beauty and fashion, physical fitness, money management, careers and entertaining. Regular features include book reviews and excerpts, personality interviews, and comments on trends in the arts, TV, movies, sports and travel.

Research Studies Available: Trends in Nutrition I & II, by Mark Clements with National Family Opinion Poll 1980, 1981; Women & You - A Study of Changing Attitudes of American Women Towards Alcoholic Beverages, by Mark Clements with National Family Opinion Poll 1980, 1981.

Woman's Day

CBS Publications (212) 975-7565
Publisher: Peter Bonanni **Advertising Director:** Jay Burzon

Woman's Day is directed to helping contemporary women realize their life goals, and manage their daily tasks more efficiently. Primary coverage involves the food, housing, building, home furnishings, apparel, appliance and cosmetic, and toiletries industries. Regular columns offer news and travel, medicine, automotive, money management, pet care. Additionally, articles treat the challenges of family life, child care, self-fulfillment.

Research Studies Available: Nutrition - A Study of Consumers' Attitudes & Behavior Towards Eating at Home and Out of Home, by Yankelovich & White, 1978; Nutrition vs. Inflation - Battle of the 80's, by Yankelovich, Skelly & White, 1980; Women & Automobiles - A Study of Dealers & Consumers in the Car Purchasing Process, by Women's Day, National Automobile Dealers Association and Audit & Surveys, 1978.

Working Mother

McCall Publishing Company (212) 551-9500
Advertising Director: Carol Evans

Working Mother is a womens service magazine edited for working women, with children under 18 years of age living in the household. Editorial focuses on their needs, problems and challenges of combining children, husband, home and job - placing emphasis on family relationships. Includes articles on home management, cooking and entertainment, healthcare, money management, time organization, personal fulfillment, and job-related issues.

Research Studies Available: Contact Publisher

Men's entertainment *(continued)*

each month are service features such as: articles on men's fashion, food and drink, travel, gifts and other merchandise, leisure activities and, less regularly, automobiles, sports, home electronics and finances. Media - books, records, television, movies - are reviewed regularly. Each issue contains an interview with a major public figure. Articles, pictorials on women and service features each comprise one-sixth of total editorial; humor, personalities, fiction and regular features account for the remaining half.

Research Studies Available: The Playboy Report on American Men; The Playboy Report on Men's Grooming/Toiletries Market; The Playboy Report on Men's Apparel Market; The Playboy Report on the Automotive Market; The Playboy Report on the Stereo Market; The Playboy Report on the Camera and Photographic Equipment Market; The Playboy Report on How to Reach American Men.

Players

Players International Pub. (213) 653-8060

Players is a modern black men's magazine edited for the modern urban male featuring current fiction, articles, humor, interviews, fashion, gifts, automobiles, stereo equipment, travel, books, dining, sports, entertainment, photography, art and beautiful black women. It identifies 'the good life with attractive black men and women enjoying plush resorts, restaurants, homes, wines, food, clothing, cars and entertainment as a natural lifestyle. Players recognizes social, economic and cultural factors uniquely black and acknowledges achievement by young black men and women.

Research Studies Available: Contact Publisher

Swank

Swank Magazine Corporation (212) 541-7100
Publisher: Charles Goodman **Advertising Director:** John Damboragian

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Women's special interest

Among 1980 consumer markets, the Women's Special Interest market ranked 20th in total revenue, 21st in advertising revenue, 20th in advertising pages, and 14th in total circulation. This market comprises 3.7% of all measured consumer titles, and 1.3% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 9.0 million, or 2.7% of all measured consumer magazine circulation.

The following percentages show the 1980 Women's Special Interest market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Women's Special Interest market with growth overall. Total revenue up 3.6% (7.7%), ad rev. up 25.5% (7.3%), ad pages up 3.6% (3.9%), circ. down 8.4% (2.7%), sub rev. down 2.1% (13.2%), newsstand rev. down 9.8% (-1.5%) market gross unit rev. up 13.2% (8.6%).

Total Revenue

	Total Revenue	($000)	% Chg TotRv
1	Parents	25,115	28.3
2	True Story	16,776	-13.4
3	Soap Opera Digest	12,101	27.6
4	Decortg. & Craft Ideas	9,053	-16.5
5	Weight Watcher's	8,950	14.0
6	American Baby	7,010	18.7
7	McCall's Ndlwk & Crafts	7,988	66.8
8	Workbasket	6,797	7.5
9	True Confessions	3,274	-13.1
10	Vogue Patterns	2,936	-7.0
	Total	100,000	

Advertising Revenue

	Advertising Revenue	($000)	% Chg Ad Rv
1	Parents	13,553	54.7
2	American Baby	7,010	18.7
3	True Story	6,055	-8.2
4	Decortg. & Craft Ideas	2,417	33.5
5	McCall's Ndlwk & Crafts	1,950	51.4
6	Weight Watcher's	1,807	37.3
7	Workbasket	1,483	15.3
8	True Confessions	550	-9.8
9	Soap Opera Digest	343	3.9
10	Vogue Patterns	315	-15.8
	Total	35,483	

Subscription Revenue

	Subscription Revenue	($000)	% Chg SubRv
1	Parents	10,874	3.7
2	True Story	6,371	-12.5
3	Decortg. & Craft Ideas	6,000	-27.8
4	Workbasket	5,109	6.3
5	Weight Watcher's	4,819	19.1
6	Soap Opera Digest	2,745	39.5
7	Vogue Patterns	912	25.6
8	True Confessions	84	12.0
9	American Baby	0	0.0
10	McCall's Ndlwk & Crafts	0	0.0
	Total	36,914	

Newsstand Revenue

	Newsstand Revenue	($000)	% Chg NewsRv
1	Soap Opera Digest	9,013	35.5
2	McCall's Ndlwk & Crafts	6,038	72.5
3	True Story	4,350	-21.0
4	True Confessions	2,640	-14.4
5	Weight Watcher's	2,324	-6.6
6	Vogue Patterns	1,710	-16.9
7	Parents	688	109.8
8	Decortg. & Craft Ideas	636	-11.7
9	Workbasket	205	-11.5
10	American Baby	0	0.0
	Total	27,604	

Ad Pages

	Ad Pages		%Chg AdPg
1	Parents	761	20.2
2	True Story	631	-6.0
3	American Baby	440	7.6
4	True Confessions	405	-5.4
5	Decortg. & Craft Ideas	369	-5.1
6	McCall's Ndlwk & Crafts	340	12.2
7	Workbasket	303	-1.3
8	Weight Watcher's	266	5.6
9	Soap Opera Digest	184	22.7
10	Vogue Patterns	141	-8.4
	Total	3,840	

Average Circulation

	Average Circulation		% Chg Circ.
1	Workbasket	1,516,933	-7.5
2	Parents	1,502,607	3.7
3	True Story	1,401,267	-13.4
4	American Baby	1,000,000	0.0
5	Decortg. & Craft Ideas	844,538	4.4
6	Weight Watcher's	809,778	-0.2
7	Soap Opera Digest	702,421	16.8
8	McCall's Ndlwk & Crafts	575,000	15.0
9	Vogue Patterns	381,444	-17.3
10	True Confessions	232,000	-13.9
	Total	8,965,988	

(continued...)

Figures are FOLIO estimates

Women's special interest *(continued)*

Gross Unit Revenue *(Total rev. ÷ avg. circ.)*			**% Chg GrUnRv**
1	Soap Opera Digest	17.23	9.3
2	Parents	16.71	23.7
3	True Confessions	14.11	0.9
4	McCall's Ndlwk & Crafts	13.89	45.1
5	True Story	11.97	-0.1
6	Weight Watcher's	11.05	14.3
7	Decortg. & Craft Ideas	10.72	-20.0
8	Vogue Patterns	7.70	12.4
9	American Baby	7.01	18.7
10	Workbasket	4.48	16.2

Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*			**% Chg AdUnRv**
1	Parents	9.02	49.2
2	American Baby	7.01	18.7
3	True Story	4.32	5.9
4	McCall's Ndlwk & Crafts	3.39	31.7
5	Decortg. & Craft Ideas	2.86	27.8
6	True Confessions	2.37	4.7
7	Weight Watcher's	2.23	37.6
8	Workbasket	0.98	24.7
9	Vogue Patterns	0.83	1.8
10	Soap Opera Digest	0.49	-11.0

Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*			**% Chg CrUnRv**
1	Soap Opera Digest	16.74	10.0
2	True Confessions	11.74	0.2
3	McCall's Ndlwk & Crafts	10.50	50.0
4	Weight Watcher's	8.82	9.6
5	Decortg. & Craft Ideas	7.86	-29.6
6	Parents	7.69	3.1
7	True Story	7.65	3.2
8	Vogue Patterns	6.87	13.8
9	Workbasket	3.50	14.1
10	American Baby	0.00	0.0

Growth *(1980 vs. 1979)*		**% Chg TotRv**	**% Chg Ad Rv**	**% Chg SubRv**	**% Chg NwsRv**
1	McCall's Ndlwk & Crafts	66.8	51.4	0.0	72.5
2	Parents	28.3	54.7	3.7	109.8
3	Soap Opera Digest	27.6	3.9	39.5	35.5
4	American Baby	18.7	18.7	0.0	0.0
5	Weight Watcher's	14.0	37.3	19.1	-6.6
6	Workbasket	7.5	15.3	6.3	-11.5
7	Vogue Patterns	-7.0	-15.8	25.6	-16.9
8	True Confessions	-13.1	-9.8	12.0	-14.4
9	True Story	-13.4	-8.2	-12.5	-21.0
10	Decortg. & Craft Ideas	-16.5	33.5	-27.8	-11.7

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Beauty Digest, Girl Scout Leader, Vital*; and 18 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

American Baby Magazine

American Baby, Inc. (212) 752-0775
Publisher: Alan Goldberg **Advertising Director:** Mark Levine

American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning, and pre-nursery school education; plus pictorial features on new goods and services for mother and baby: including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care and inform them of new developments in related fields.

Research Studies Available: Contact Publisher

Decorating & Craft Ideas

Southern Living, Inc. (205) 870-4440
Publisher: Emory Cunningham **Advertising Director:** Richard Fontana

Decorating and Craft Ideas is edited for the creative person who wants to express his or her talents creating practical accessories to decorate home or apartment. Many types of crafts and decorating are covered, including needlecraft, jewelry making, decoupage, tole painting, macrame, woodworking, nature crafts, miniatures, and more. Readers are guided through the making of each project by carefully written instructions and step-by-step photographs; then shown how to use the finished piece in a beautiful home setting. 'Worth a Try,' 'Know How,' 'Hot Line,' etc., provide sources for products and ideas plus advice for the homemaker.

Research Studies Available: Contact Publisher

Parents

Gruner & Jahr (212) 878-8700
Publisher: John G. Hahn **Advertising Director:** John G. Hahn

Parents is edited for young women 18 -34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on day-to-day needs and concerns of today's woman and her family. Regular departments include: Fashion, Food, Home, Beauty, As They Grow (8 part feature on pregnancy and birth, child development), love and marriage, women at work, how to, pet set, money lines, Dr. Wessel's Children's Health.

Research Studies Available: Consumer Viewpoint: Hair Care, by Parents for Product Marketing 1/80; Consumer Viewpoint: Cosmetics, by Parents for Product Marketing 1/81.

Soap Opera Digest

Network Publishing Corp. (212) 947-6300
Publisher: Frederick A. Klein **Advertising Director:** Barney Bernhard

Soap Opera Digest is edited for people who want to keep current with daytime television drama. It contains synopses of the 13 daytime serials, behind the scenes features about the stars, food and fashion editorials, as well as special news columns concerning the private lives of the actors and actresses in the programs.

Research Studies Available: Contact Publisher

(Continued on page 32

Youth

Among 1980 consumer markets, the Youth market ranked 18th in total revenue, 22nd in advertising revenue, 25th in advertising pages, and 12th in total circulation. This market comprises 3.7% of all measured consumer titles, and 1.6% of all measured consumer magazine revenue. The combined circulation of all publications in this market was 9.7 million, or 2.9% of all measured consumer magazine circulation.

The following percentages show the 1980 Youth market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 consumer magazines, and may be used to compare growth in the Youth market with growth overall. Total revenue up 10.0% (7.7%), ad rev. up 6.8% (7.3%), ad pages up 6.4% (3.9%), circ. up 1.6% (2.7%), sub rev. up 20.5% (13.2%), newsstand rev. down 19.5% (-1.5%) market gross unit rev. up 8.2% (8.6%).

	Total Revenue		% Chg
1	Seventeen	36,939	5.3
2	Highlights for Children	18,281	21.4
3	Teen	17,550	34.5
4	Nat'l Geo. World	11,496	NE
5	Boy's Life	8,548	-5.5
6	Sesame Street	7,289	29.7
7	Co-Ed	5,850	-6.1
8	Jack & Jill	4,280	-28.6
9	Tiger Beat	4,200	22.8
10	Sixteen	3,340	5.3
	Total	117,773	

	Advertising Revenue		% Chg
1	Seventeen	20,556	7.3
2	Teen	6,059	15.8
3	Co-Ed	2,741	-10.3
4	Boy's Life	2,426	-2.0
5	Tiger Beat	682	33.5
6	Sixteen	111	-41.0
7	Jack & Jill	46	76.9
8	Highlights for Children	0	0.0
9	Nat'l Geo. World	0	NE
10	Sesame Street	0	0.0
	Total	32,621	

	Subscription Revenue		% Chg
1	Highlights for Children	18,281	21.4
2	Nat'l Geo. World	11,496	NE
3	Seventeen	7,979	31.4
4	Teen	7,046	71.1
5	Boy's Life	6,118	-6.9
6	Sesame Street	4,448	38.2
7	Jack & Jill	4,114	0.0
8	Co-Ed	2,628	-2.6
9	Tiger Beat	459	-11.1
10	Sixteen	83	-13.1
	Total	62,652	

	Newsstand Revenue		% Chg
1	Seventeen	8,404	-14.6
2	Teen	4,445	20.3
3	Sixteen	3,146	8.9
4	Tiger Beat	3,060	22.9
5	Sesame Street	2,841	18.4
6	Co-Ed	481	1.2
7	Jack & Jill	120	-93.5
8	Boy's Life	4	3.1
9	Highlights for Children	0	0.0
10	Nat'l Geo. World	0	NE
	Total	22,501	

	Ad Pages		% Chg
1	Seventeen	1,331	-3.8
2	Teen	535	1.7
3	Tiger Beat	340	150.0
4	Co-Ed	306	-3.5
5	Boy's Life	240	-3.2
6	Sixteen	106	34.2
7	Jack & Jill	15	36.4
8	Highlights for Children	0	0.0
9	Nat'l Geo. World	0	NE
10	Sesame Street	0	0.0
	Total	2,873	

	Average Circulation		% Chg
1	Nat'l Geo. World	1,654,031	NE
2	Seventeen	1,504,223	6.5
3	Boy's Life	1,500,173	-3.7
4	Highlights for Children	1,222,793	7.6
5	Teen	1,056,895	1.6
6	Sesame Street	1,018,774	22.0
7	Co-Ed	825,754	2.9
8	Jack & Jill	451,644	-20.5
9	Tiger Beat	250,590	-27.6
10	Sixteen	242,404	-3.2
	Total	9,727,281	

(continued...)

Figures are FOLIO estimates
NE = Not Estimated

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Seventeen	24.56	-1.1
2	Tiger Beat	16.76	69.6
3	Teen	16.60	32.4
4	Highlights for Children	14.95	12.8
5	Sixteen	13.78	8.7
6	Jack & Jill	9.48	-10.1
7	Sesame Street	7.15	6.3
8	Co-Ed	7.08	-8.8
9	Nat'l Geo. World	6.95	NE
10	Boy's Life	5.70	-1.9

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Seventeen	13.67	0.7
2	Teen	5.73	14.0
3	Co-Ed	3.32	-12.9
4	Tiger Beat	2.72	126.0
5	Boy's Life	1.62	1.8
6	Sixteen	0.46	-39.0
7	Jack & Jill	0.10	122.6
8	Highlights for Children	0.00	0.0
9	Nat'l Geo. World	0.00	NE
10	Sesame Street	0.00	9.0

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Highlights for Children	14.95	12.8
2	Tiger Beat	14.04	61.8
3	Sixteen	13.32	11.8
4	Seventeen	10.89	-3.3
5	Teen	10.87	4.8
6	Jack & Jill	9.37	-10.7
7	Sesame Street	7.15	6.3
8	Nat'l Geo. World	6.95	NE
9	Boy's Life	4.08	-3.3

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Teen	34.5	15.8	71.1	20.3
2	Sesame Street	29.7	0.0	38.2	18.4
3	Tiger Beat	22.8	33.5	-11.1	22.9
4	Highlights for Children	21.4	0.0	21.4	0.0
5	Seventeen	5.3	7.3	31.4	-14.6
6	Sixteen	5.3	-41.0	-13.1	8.9
7	Nat'l Geo. World	NE	NE	NE	NE
8	Boy's Life	-5.5	-2.0	-6.9	3.1
9	Co-Ed	-6.1	-10.3	-2.6	1.2
10	Jack & Jill	-28.6	76.9	0.0	-93.5

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Campus Life, The 18 Almanac, Exploring*; and 6 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Boys' Life

Boy Scouts of America, Inc. (214) 659-2350
Publisher: J. Warren Young **Advertising Director:** Robert Goldsmith

Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with scouting, sports, amusements, hobbies, science, careers, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Research Studies Available: Boys' Life conducts substantial market research using its subscribers as a projectable sample. For complete details contact publisher directly; The Star Study, by Simmons Teen Age Research.

Co-ed

Scholastic Magazines, Inc. (212) 944-7700
Publisher: Steve Swett **Advertising Director:** Edward Chenetz

Co-ed Magazine is written and edited for teenage girls. Its editorial content includes fashion and beauty, home furnishings and decoration, home management and equipment, foods and nutrition, parties and entertainment, finance and family living, child care and careers. Co-ed and its teacher edition, forecast for Home Economics, form coordinated teacher - student magazines for high school home economics classes.

Research Studies Available: Leisure & Hobby Study; Grooming Survey.

Highlights for Children

Highlights for Children, Inc. (614) 486-0631

Research Studies Available: Contact Publisher

Jack & Jill

Benjamin Franklin Lit.& Med.Soc.Inc. (212) 661-0423

Jack & Jill Magazine is for boys and girls age 8 to 12 years. It is edited for entertainment with carefully concealed educational factors to stimulate reading readiness and the development of reading skills and emphasizing good health, exercise, nutrition and safety. Printed in full color the magazine provides exciting stories, features about people, National Parks and conservation education, animals, charming activities, and a news section for contributors' letters and art.

Research Studies Available: Contact Publisher

National Geographic World

National Geographic Society (202) 857-7276

Research Studies Available: Contact Publisher

Sesame Street

Children's TV Workshop (212) 595-3456
Publisher: Nina B. Link

(Continued on page 319)

Networks

This year for the first time the Folio 400 study surveys the major magazine networks. The following section contains information on 20 networks which represent over 100 magazines.

Generally, a network consists of a group of publications which offer demographic or regional advertising combinations at a reduced cost compared to individual buys. Until recently, networks existed primarily in the consumer magazine area. In recent years however, several large trade publishing companies have created networks of their own (e.g. McGraw-Hill Professional/Managerial Network). These trade magazine networks are included in this section, along with the consumer magazine networks.

Where possible, we have listed the following information for each network: the name and phone number of the key advertising contact; the names of each magazine included in the network; an editorial description of the network; circulation factors; discount information; and a listing of market research studies available from the publisher.

The networks are also cross-referenced within the consumer and trade market analyses (sections 28-58,74-98). A network reference note appears in the editorial description of each market that contains at least one magazine available through a network purchase.

Regional or demographic editions of individual publications are not included as networks, even though these editions compete directly with network buys. Most major consumer publications offer a wide variety of segmented advertising purchases.

Folio estimates that network ad placements totalled between $90 and $120 million in 1980. (It is difficult to precisely estimate this figure because it is nearly impossible to differentiate ads placed through networks from other ads). We estimate that network buys are increasing at a rate of 15-25%per year.

Air Group One Network

Contact: Robert L. Pool, Director
(612) 690-7307

Network Includes:
American Way
Flying Colors
Frontier
Passages
Sky
TWA Ambassador

Air Group One contains editorial which entertains and informs, with articles on sports, business, the arts, personalities, foreign and domestic travel, and human-interest topics. Each publication is edited independently and each has original content. Inflight information and airline route maps are included in each issue.

Total Circulation:1,228,000

Advertisers receive a 10% discount over the individual rate when they buy all six books.

Research Studies Available: Contact Publisher

Army Times Military Network

Contact: Nat Kornfeld, National Sales Manager
(202) 554-7100

Network Includes:
Air Force Times
Army Times
Navy Times

Army Times Military Group is comprised of three privately published newspapers edited separately for Army, Navy, Marine, Coast Guard and Air Force military personnel and their families. They contain career information such as pay raises, promotions, news of legislation affecting the military, housing, base activities and features of interest to military families.

Total Circulation:325,142

Research Studies Available: Contact Publisher

Conde Nast Package Network

Contact: Neil Jacobs
(212) 880-8329

Network Includes:
Bride's
Glamour
House & Garden
Mademoiselle
Self
Vogue

Total Circulation:6,464,194

Research Studies Available: Contact Publisher

Networks

East/West Network, Inc. Network

Contact: Terence C. Byrne, V.P. Marketing
(213) 937-5810

Network Includes:
Continental Extra
Eastern Review
Ozark Flightime
PSA
Republic Scene
The Texas Flyer
United Mainliner

The East/West Network is composed of magazines edited for the passengers of the airlines listed above. The magazines are service publications aimed at the business executive and carry articles on business, travel, sports, interiors, self improvement, human behavior and leisure-time activities.

Total Circulation:883,297

Research Studies Available: Contact Publisher

Hearst Corporate Buy Network

Contact: Judd G. Vear, V.P. and Director of Corporate Advertising
(212) 262-3350

Network Includes:
BASIC MAGAZINES
Cosmopolitan
Good Housekeeping
Harper's Bazaar
House Beautiful
Popular Mechanics
Sports Afield
Town & Country
SUPPLIMENTAL MAGAZINES
American Druggist
Colonial Homes
Country Living
Cosmopolitan Living
House Beatiful Special Publications
Motor Boating & Sailing
Motor

Total Circulation:12,176,000 for 7 Basic magazines.

Qualification levels begin with 12 pages each in any 3 of the 7 basic magazines. Qualification in Basic Buy required before supplemental magazines can participate.

Research Studies Available: Contact Publisher

Leadership Network

Contact: Rob Sennott
(212) 682-4500

Network Includes:
Columbia Journalism Review
Commentary
Foreign Affairs
The New York Review of Books
National Review
The New Republic
Technology Review

The Leadership Network is a group of magazines of public affairs, the arts, the sciences, business and communications. The magazines are edited for those with interests in domestic and international news, public affairs, ideas, politics, education, communications, psychology, books, art, theatre, music, film, entertainment, economics, religion, social affairs, travel, science, technology, business management and related subjects.

Total Circulation:

Columbia Journalism Review	34,000
Commentary	55,000
Foreign Affairs	80,000
National Review	95,000
Technology Review	65,000
The New Republic	95,000
The New York Review of Books	15,000
The Wharton Magazine	32,000

In addition to frequency discounts, space bought in any 4, 5, 6 or 7 Leadership Network magazines receives a discount of 10%; space bought in all 8 receives a discount of 20%.

Research Studies Available: Contact Publisher

MacFadden Women's Group Network

Contact: John Fitzpatrick
(212) 340-7517

Network Includes:
Modern Romances
True Confessions
True Experience
True Love
True Romance
True Story
Secrets

Total Circulation:2,430,887

Research Studies Available: Contact Publisher

Management Personal Time Network

Contact: Peter J. Moore, National Sales Manager
(216) 696-7000

Network Includes:
Airconditioning & Refrigeration Business
Government Product News
Handling & Shipping Management
Hydraulics & Pneumatics
Industry Week
Material Handling Engineering
Modern Office Procedures
Power Transmission Design
Precision Metal
Restaurant Hospitality
School Product News
Welding Design & Fabrication

Total Circulation:1,040,000

Research Studies Available: Contact Publisher

Networks

Petersen Action Group Network

Contact: Jim P. Walsh, Sr. Vice President
(212) 935-9150

Network Includes:

Car Craft
4 Wheel & Off Road
Guns & Ammo
Hot Rod
Hunting
Motor Trend
Motorcyclist
Photographic
Skin Diver

Petersen Action Group is edited for eight special interest markets . . . enthusiasts who actively participate in various areas of auto performance, racing, and 'how-to's', motorcycling, off roading skin diving and photography. Editorial lends itself to an easy-to-understand format featuring 'how-to' technical and product information.

Minimum requirement: 2 pages in each of 3 titles. Minimum unit: 1/3 page. Rate Base Petersen Action Group 3,770,000

Research Studies Available: Discriminate analysis of new car buyers, by MRI field work, Eric Yovine Statistician, April 1981; Q Sort of American Male Population, 78-79 Simmons.

Media Networks, Inc. Network

Contact: Bonnie Axthelm
(212) 661-4800

Network Includes:

Business Network
Business & Suburban Network
City News Urban Cycle
Executive Network Suburban News Network
Mens Network
News Network
Suburban News Network
Women/Home Urban Cycle
Young Women's Rates

Research Studies Available: Contact Publisher

Professional/Managerial Network

Contact: David B. Metz, Sales Director
(212) 997-3950

Network Includes:

American Machinist
Architectural Record
Aviation Week & Space Technology
Byte
Chemical Engineering
Chemical Week
Coal Age
Data Communications
Electrical Construction & Maintenance
Electrical World
Electronics
Engineering & Mining Journal
Engineering News Record
Fleet Owner/Small Fleet
Housing
Model Plastics
Power
Textile World
33 Metal Producing

Professional/Managerial Network is a group of business and professional magazines. Its editorial focuses on the following industries:machine tool, aerospace, electric utility, data systems, coal, oil, basic metals, automotive, plastics, chemical processing, micro processing, energy generation, electronics and residential/heavy construction. Its professional editorial focus is on six engineering disciplines, practicing physicians and architects. Each magazine is specifically edited for its industry or profession communicating information which helps the reader keep abreast of happenings, changes and trends.

Total Circulation:1,346,357

One set of materials is all that is required. No splits. Advertisers wishing to drop specific network magazines may do so but the space unit price does not change.

Research Studies Available: Ad Sell Performance Study, by McGraw-Hill Publications Research Dept., 5/81; Advertising Effectiveness Study, by Starch-Inra-Hooper, 6/81.

Networks

Petersen Marine Group Network

Contact: Jim P. Walsh, Sr. Vice President
(212) 935-9150

Network Includes:
Lakeland Boating
Sea & Pacific Skipper
Rudder

Petersen Marine Group provides boating news of national interest, as well as reference information applying to boats and boatmen regardless of geographical area. Each of the three regional editions reflects editorial depicting boating interests of that specific geographical area. Articles concern [illegible] boats - both power and sail, equipment, boating techniques and maintenance. Regional editions cover boat shows, events, and other marine items of special interest.

Total Circulation:184,293

For Marine Group all 3 titles must be purchased, cannot purchase 1 title.

Research Studies Available: Contact Publisher

Sunbelt Business Magazines Network

Contact: Camille Greer (for California Business)
(213) 653-9340
Mark Niles (for Texas Business)
(713) 626-2743
Charles Von Brecht (for Florida Trend)
(813) 247-5411

Network Includes:
California Business
Florida Trend
Texas Business

Sunbelt Business Magazine Network, a consortium of California Business, Texas Business and Florida Trend provides regional business information to top and middle management within each of the areas it serves.

Total Circulation:135,000

Research Studies Available: Contact Publisher

Scholastic Magazines Group Network

Contact: Edward Chenetz
(212) 944-7700

Network Includes:
Senior Scholastic
Scholastic Scope
Scholastic Search
Scholastic Voice
Science World

Scholastic Magazines' five senior high school magazines are written and edited for high school students, 14 to 18 years of age. Editorial content shows how the American system -economic, political, and social - works, and includes world and national affairs, language arts, earth and space science, plus on-the-spot reporting of current events. A blend of news and entertainment, the magazines also feature movie, television and record reviews, hobbies, automotive features, fashion, grooming, sports and dating columns. Scholastic Magazines supplement classroom study. Editorially-matched teacher editions augment classroom use and readership.

Total Circulation:2,700,000 rate base

Research Studies Available: Grooming Survey; Leisure Time Survey.

Tiger Beat Group Network

Contact: Jane K. Washburn, Western Advertising Manager
(213) 467-1240

Network Includes:
Tiger Beat
Tiger Beat Star
Right On!

Tiger Beat Group (Laufer Youth Publications) is edited for teenagers - largely girls. The magazines concern teen favorites - including television, film and recording stars - as well as trends, fashion, fads and entertainment news. Right On! is edited for the black audience; Tiger Beat, Tiger Beat Star and Tiger Beat Super Special are aimed at teenage girls. Each issue features behind-the-scenes interviews, personality profiles, candid photos, a reader's forum and pin-up posters. Monthly reader service columns provide 'growing up' information.

Total Circulation:525,000

Group rates available for combination buy of Tiger Beat and Tiger Beat Star. Frequency discounts cumulative between all magazines.

Research Studies Available: Contact Publisher

Times Mirror Magazine Network

Contact: Sam Messiter, N.Y. Sales Manager
(212) 687-3000

Network Includes:
Golf Magazine
Outdoor Life
Popular Science
Ski

Times Mirror Magazine Network is comprised of four magazines edited for those with a special interest in participant recreational activities including golf, snow skiing, boating, camping, hunting and fishing. Editorial is directed to enhancing skills in and enjoyment of these activities and to increasing knowledge of related travel, accommodations, products and equipment.

Total Circulation:136,902

Research Studies Available: Contact Publisher

Travelhost Network

Contact: Stephen J. Schaul, National Advertising Director
(214) 691-1163

Network Includes: Editions of Travelhost are distributed to over 60 cities nationwide.

Travelhost is published for hotel guests in hotels and motels in various areas of the United States. Editorially directed primarily to the traveling business executive, each local edition contains information on points of interest in the community and the various attractions of the area. Features include dining and entertainment information, as well as local television programming for the week, as well as outbound airline information listed alphabetically by destination city. City maps and frequently used telephone numbers are also included in most editions.

Total Circulation:220,000

Research Studies Available: Contact Publisher

Ziff-Davis Inflight Group Network

Contact: Ilene Goldsmith Rapkin
(212) 725-3442

Network Includes:
Pan Am Clipper
Piedmont Pace
USAir Magazine

Ziff-Davis Inflight Group is edited for the passengers of USAir, Piedmont Airlines and Pan American World Airlines. Each magazine is edited independently with emphasis on a variety of subjects including business, travel, entertainment. sports, photo essays, dining, personal profiles, fashion, fitness, humor, the arts and fiction.

Total Circulation:505,000

Discounts ranging from8%to15%depending upon the combination of books bought.

Research Studies Available: Contact Publisher

Ziff-Davis Magazine Network

Contact: Charles Alexander
(212) 725-3500

Network Includes:
Boating
Car & Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

The Ziff Davis Magazine Network is edited for the man whose self expression is manifested through his commitment to active leisure pursuits. Regular features include new product developments, instruction, and techniques in the following special interest fields:boating, flying, automobile driving, motorcycling, photography, and stereo equipment. The Ziff Davis Magazine Network provides a sizeable market of upscale active leisure enthusiasts. This, together with its unique flexibility and lucrative discount structure makes the Ziff Davis Magazine Network a logical choice for consumer product marketers.

Total Circulation:3,545,000

Research Studies Available: Contact Publisher

Ziff Davis Outdoor Enthusiast Network

Contact: Joe Benjamin, (212) 725-3444
Bob Berg, (212) 725-3458

Network Includes:
Adventure Travel
Backpacker
Fly Fisherman
The Runner
Skiing
Yachting

The Outdoor Enthusiast Network is edited for the upscale educated man, whose interest and appreciation of the great outdoors is a reflection of his commitment to self fulfillment and physical enhancement. Regular features include new product development, travel tips, and instruction in the following special interest fields:skiing, yachting, adventure travel, fly fishing, running, and backpacking. Its homogeneous editorial, and upscale readership, as well as its flexibility and lucrative discount structure makes the Outdoor Enthusiast Network a prime showcase for a wide range of consumer products.

Total Circulation: 1,130,000

Discounts are available for any three title combinations up to a maximum of 32% for the six title group buy.

Research Studies Available: Contact Publisher

By John A. Chunko
Marketing Director

Trade publications account for 127 (or 32 percent) of the Folio 400 titles analyzed in this year's study. Approximately 5,632 trade publications with a combined annual estimated total revenue of $2.6 billion are published in the United States. The 127 Folio 400 trade publications account for just 2.3 percent of this universe, but generate 32 percent of the trade press' total estimated revenue of $842 million ($739 million in advertising revenue and $103 million in circulation revenue).

Of the 10,830 U.S. publications currently tracked by Folio's research department, 5,632 or (52.0 percent) are trade publications, and 4,925 (or 49.2 percent) are consumer publications.

The total estimated revenue of all 10,830 publications in Folio's database is $10.8 billion. The trade publications account for 24.1 percent ($2.6 billion), and consumer publications represent 75.9 percent ($8.2 billion).

Unlike the consumer magazine industry, a large portion of overall trade publication revenue comes from smaller, non-Folio 400 magazines. Quite a few trade magazines have gross revenues of $1 million to $3 million, revenue that fall below the minimum cut-off point for inclusion in The 400. Whenever these smaller magazines are part of a market being analyzed, a note appears at the bottom of the market listing these smaller magazines.

Trade publications in The Folio 400 carried 246,895 ad pages, or 51.7 percent of all ad pages measured. Consumer books in The 400 carried 231,074 ad pages or 48.3 percent. These percentages are similar to the percentages in the previous year's study.

The three largest trade publications (see section) are *Women's Wear Daily*, published by Fairchild Publications ($22,652,000 estimated total revenue); *Computerworld*, published by C.W. Communications ($21,184,000); and *Advertising Age*, published by Crain Communications ($17,547,000). *Women's Wear Daily* is a daily fashion trade publication; *Computerworld* is a weekly national newspaper for the computer industry; and *Advertising Age* is a weekly publication edited for the advertising. industry.

In terms of growth (see sections 67 -72), the three fastest-growing (in total dollars) trade publications are *Mini-Micro Systems*, showing 44.7 percent growth in 1980 over 1979; *Electronic Design*, up 39.3 percent; and *Business Insurance*, up 37.6 percent. *Mini-Micro Systems*, a monthly publication by Cahners Publishing Company, deals with the use and development of mini and micro computers; *Electronic Design*, a biweekly published by Hayden Publishing Company, is edited for engineers and management in the electronics industry; and *Business Insurance*, published weekly by Crain Communications, is written for insurance management executives and financial executives who purchase business insurance. On average, total revenue for Folio 400 trade publications grew only one tenth of 1 percent in 1980.

In terms of circulation (see section 63), the three largest 1980 trade publications are: *Today's Education* (published by the National Education Association of the United States, circulation 1,663,098); *Nursing 80* (published by Intermed Communications, circulation 529,921); and *The*

Trade Market Growth by Total Revenue

Rnk	Market Name (Section No.)	% Change Total Rev.
1	Computer (OEM/Micro) (79)	33.7
2	Electronic (News,Des.) (83)	29.3
3	Metal Manufacturing (90)	16.7
4	Nursing (92)	11.5
5	Chemical (78)	10.6
6	Education (82)	10.4
7	Grocery (85)	8.9
8	Automotive (T) (77)	8.5
9	Computer (User/Ind) (80)	8.0
10	Apparel (74)	6.4
11	Construction/Heavy Eq. (81)	4.1
12	Medical (89)	3.9
13	Food Service & Rest. (84)	2.5
14	Plant Oper.& Engin. (94)	2.0
15	Aerospace & Aviation (75)	1.3
16	Truck & Fleet (98)	-1.4
17	Housing & Light Con.(87)	-3.1
18	Power Generation (95)	-3.9
	Architecture (76)	new
	Healthcare (86)	new
	Marketing (88)	new
	New Industrial Prod.(91)	new
	Petroleum (93)	new
	Prod. Design Eng. (96)	new
	Research & Development (97)	new

Trade Market Growth by Total Circulation

Rnk	Market Name (Section No.)	% Change Total Circ.
1	Food Service & Rest.(84)	12.7
2	Housing & Light Con. (87)	10.9
3	Computer (User/Ind) (80)	10.8
4	Electronic (News,Design)(83)	7.9
5	Apparel (74)	4.4
6	Computer (OEM/Micro) (79)	4.2
7	Plant Oper.& Engin.(94)	3.9
8	Nursing (92)	1.7
9	Construction/Heavy Equip.(81)	1.5
10	Truck & Fleet (98)	0.9
11	Grocery (85)	0.4
12	Chemical (78)	0.3
13	Power Generation (95)	-0.2
14	Automotive (T) (74)	-0.3
15	Metal Manufacturing (90)	-0.3
16	Aerospace & Aviation (75)	-0.4
17	Education (82)	-0.8
18	Medical (89)	-2.8
	Architecture (76)	new
	Healthcare (86)	new
	Marketing (88)	new
	New Industrial Prod. (91)	new
	Petroleum (93)	new
	Prod. Design Eng.(93)	new
	Research & Development (97)	new

American Journal of Nursing (published by The American Nurses Association, circulation 345,191). *Today's Education* is a quarterly publication serving the elementary- and secondary-school educators. *Nursing 80* and the *American Journal of Nursing* are both monthlies, edited for professional nurses. The median circulation of the 127 Folio 400 trade publications is 80,474 copies per issue.

Gross unit revenue (see section 64) is computed by dividing the total revenue (ad revenue plus circulation revenue) by the average circulation of a publication. The resultant dollar figure is the average amount of money (gross) a publication generates per primary reader over the course of the year. Gross unit revenue (GUR) reflects the combined investments made by advertisers to influence the primary reader, as well as the money spent by each primary reader to obtain the editorial product. Gross unit revenues serve, to a some degree, as common points of comparison for publications of all sizes within categories. The three leaders of the entire Folio 400, in terms of gross unit revenue, are trade publications: Fairchild Publications' *Daily News Record* (G.U.R., $404.03), Pennwell Publishings' *Oil and Gas Journal* (G.U.R., $284.03), and the fashion trades *Women's Wear Daily* (G.U.R., $267.58), published by Fairchild Publications. *The Daily News Record* covers the men's and boy's wear industry and related textile industries. *Oil and Gas Journal* is a weekly for the petroleum business.

This year, 11 trade publications join the ranks of The Folio 400 for the first time. Each of these publications grew enough during the year 1980, in terms of total revenue, to qualify for the study. The newcomers: *World Oil, Analytical Chemistry, Chemical Equipment, Computer Decision, Control Engineering, Health Care Product News, Modern Machine Shop, Pensions and Investments, Petroleum Engineer International, Pulp and Paper and Purchasing World.* These 11 newcomer publications have a combined total revenue of $37,000,314. A summary of trade newcomer performance is provided in section 73.

Market growth and rank

This year, The Folio 400 provides growth data (expressed as a percentage) for all publications that were part of last year's study. This information is available in most tables under the column labeled 'Percentage change.' It reflects the percentage of growth or decline for the year 1980 over 1979.

The leading markets in total revenue growth are the Computer/OEM market (with a growth of 33.7 percent over 1979); the Electronics market (up 29.3 percent); and the Metal Manufacturing market (up 16.7 percent).

In terms of total circulation, the Food Service and Restaurants market leads in growth (up 12.7 percent); Housing and Light Construction is second (up 10.9 percent); and the Computer User/Industry market is third (up 10.8 percent). In terms of advertising revenue the leading markets are Computer/OEM (up 33.7 percent); Electronics (up 29.3 percent); and the Nursing market (up 17.9 percent).

Publishing Corporations

Of the 127 trade publications, 64 are owned by eight large publishing firms. McGraw-Hill Inc. owns 17 of this year's 400 titles, making it the most frequently represented corporation of the study. The largest Folio 400 trade publishing corporations are listed with the consumer publishing companies in a table on page.

Parent corporations of all publications in the study are included in the index.

Trade Market Growth by Ad Pages

Rnk	Market Name (Section No.)	% Chg. Ad Pgs.
1	Computer (OEM/Micro)(79)	18.8
2	Electronic (News,Des.) (83)	16.9
3	Metal Manufacturing (90)	6.7
4	Construction/Heavy Equip.(81)	4.6
5	Nursing (92)	3.7
6	Education (82)	2.7
7	Computer (User/Ind) (80)	0.7
8	Apparel (74)	0.1
9	Housing & Light Con.(87)	-0.4
10	Medical (89)	-2.1
11	Chemical (78)	-3.0
12	Food Service & Rest.(84)	-3.0
13	Aerospace & Aviation (75)	-3.8
14	Grocery (85)	-6.1
15	Automotive (T) (77)	-10.8
16	Truck & Fleet (98)	-12.3
17	Plant Oper.& Engin.(94)	-13.4
18	Power Generation (95)	-14.0
	Architecture (76)	new
	Healthcare (86)	new
	Marketing (88)	new
	New Industrial Prod. (91)	new
	Petroleum (93)	new
	Prod. Design Eng.(96)	new
	Research & Development (97)	new

Trade Market Growth by Ad Revenue

Rnk	Market Name (Section No.)	% Chg. Ad. Rev.
1	Computer (OEM/Micro) (79)	33.7
2	Electronic (News,Des.) (83)	29.3
3	Nursing (92)	17.9
4	Housing & Light Con.(87)	17.0
5	Metal Manufacturing (90)	16.8
6	Grocery (85)	15.0
7	Education (82)	14.0
8	Computer (User/Ind) (80)	11.5
9	Food Service & Rest. (84)	9.7
10	Chemical (78)	8.3
11	Automotive (T) (77)	7.7
12	Apparel (74)	6.4
13	Construction/Heavy Equip.(81)	3.5
14	Medical (89)	3.4
15	Plant Oper.& Eng. (94)	1.8
16	Aerospace & Aviation (75)	0.6
17	Truck & Fleet (98)	-1.4
18	Power Generation (95)	-3.7
	Architecture (76)	new
	Healthcare (86)	new
	Marketing (88)	new
	New Industrial Prod. (91)	new
	Petroleum (93)	new
	Prod Design Eng.(96)	new
	Research & Development (97)	new

Trade Market Summary: Total Revenue

Rnk	Market (Section No.)	Total Rev.($000)
1	Electronics (News,Des.) (83)	81,287
2	Medical (89)	68,579
3	Plant Operating & Eng. (94)	44,539
4	Computer User/Industry (80)	41,926
5	Chemical Processing (78)	39,850
6	Aerospace & Aviation (75)	37,248
7	Apparel (74)	36,372
8	Metal Manufacturing (90)	34,722
9	Food Service & Rest. (84)	30,543
10	Petroleum (93)	29,981
11	Product Design Eng. (96)	29,539
12	Marketing (88)	28,482
13	Nursing (92)	26,870
14	Construction & Heavy Equip. (81)	22,363
15	Education (82)	18,423
16	Research & Develop. (97)	17,176
17	New Industrial Products (91)	17,092
18	Automotive (77)	16,817
19	Grocery (85)	16,589
20	Architecture (76)	12,831
21	Power Generation (95)	12,690
22	Truck & Fleet (98)	12,565
23	Housing & Light Constr. (87)	10,851
24	Computer OEM/Micro (79)	9,735
25	Healthcare (86)	7,046

Trade Market Summary: Ad Pages

Rnk	Market (Section No.)	Ad Pages
1	Electronics (News,Des) (83)	28,323
2	Medical (89)	22,563
3	Metal Manufacturing (90)	12,428
4	Petroleum (93)	12,121
5	Plant Operating & Eng. (94)	10,596
6	Apparel (74)	9,720
7	Chemical Processing (78)	9,626
8	Computer User/Industry (80)	9,458
9	Product Design Eng. (96)	8,905
10	Food Service & Rest. (84)	6,780
11	Marketing (88)	6,270
12	Construction & Heavy Equip.(81)	5,899
13	Aerospace & Aviation (75)	4,770
14	Research & Develop. (97)	4,186
15	Truck & Fleet (98)	3,684
16	Power Generation (95)	3,632
17	New Industrial Products (91)	3,527
18	Education (82)	3,300
19	Computer OEM/Micro (79)	3,155
20	Healthcare (86)	3,008
21	Grocery (85)	3,004
22	Architecture (76)	2,728
23	Nursing (92)	2,724
24	Automotive (77)	2,621
25	Housing & Light Constr. (87)	2,198

Trade Market Summary: Ad Revenue

Rnk	Market (Section No.)	Ad Rev.($000)
1	Electronics (News,Design) (83)	77,156
2	Medical (89)	60,711
3	Plant Operating & Eng. (94)	42,898
4	Computer User/Industry (80)	38,697
5	Chemical Processing (78)	35,511
6	Apparel (74)	31,817
7	Metal Manufacturing (90)	31,486
8	Food Service & Rest. (84)	29,823
9	Product Design Eng. (96)	29,539
10	Petroleum (93)	27,941
11	Aerospace & Aviation (75)	26,284
12	Marketing (88)	23,893
13	Construction & Heavy Equip.(81)	19,678
14	New Industrial Products (91)	17,092
15	Grocery (85)	16,118
16	Research & Develop. (97)	13,899
17	Truck & Fleet (98)	12,565
18	Power Generation (95)	11,787
19	Architecture (76)	10,445
20	Nursing (92)	11,107
21	Computer OEM/Micro (79)	9,735
22	Education (82)	9,470
23	Housing & Light Constr. (87)	9,396
24	Automotive (77)	8,662
25	Healthcare (86)	6,861

Trade Market Summary: Total Circulation

Rnk	Market (Section No.)	Total Circ.
1	Education (82)	2,211,29
2	Medical (89)	1,822,14
3	Nursing (92)	1,174,37
4	Electronics (News,Design) (83)	894,16
5	Aerospace & Aviation (75)	778,98
6	Plant Operating & Eng. (94)	698,67
7	Computer User/Industry (80)	551,04
8	Metal Manufacturing (90)	463,69
9	Product Design Eng. (96)	441,12
10	Chemical Processing (78)	394,46
11	New Industrial Products (91)	378,84
12	Food Service & Rest. (84)	320,81
13	Research & Develop. (97)	287,65
14	Construction & Heavy Equip.(81)	251,21
15	Grocery (85)	245,59
16	Truck & Fleet (98)	242,60
17	Housing & Light Constr. (87)	242,60
18	Automotive (77)	194,80
19	Healthcare (86)	165,28
20	Marketing (88)	161,62
21	Computer OEM/Micro (79)	160,35
22	Petroleum (93)	154,76
23	Architecture (76)	134,75
24	Apparel (74)	133,71
25	Power Generation (95)	125,84

Top 100 business magazines by total revenue

Rank	Magazine Name	($000)	% Change
1	Women's Wear Daily	22,652	4.9
2	Computerworld	21,184	13.9
3	Advertising Age	17,547	14.8
4	Electronic News	17,218	30.9
5	Oil & Gas Journal	16,398	22.6
6	Aviation Week & Space Tech.	16,338	13.8
7	Electronics	15,534	31.2
8	Engnrg. News Record	15,534	14.6
9	Machine Design	14,435	14.5
10	Electronic Design	14,407	39.3
11	Chemical Engineering	14,366	4.5
12	Plant Engineering	12,269	-0.1
13	Restaurants & Institutions	12,172	11.7
14	Nursing 80	11,784	5.9
15	Medical Economics	11,690	4.0
16	Industry Week	11,536	-15.9
17	N.E. Jnl of Medicine	10,723	10.6
18	Design News	10,604	12.2
19	Daily News Record	10,442	8.2
20	Billboard	10,371	-13.1
21	American Metal Mkt.	10,187	26.7
22	Datamation	9,683	12.0
23	EDN	9,626	33.3
24	Institutional Investor	9,591	36.5
25	Chemical Week	9,510	6.3
26	New Equip. Digest	9,047	9.0
27	Purchasing	8,505	4.7
28	HFD	8,388	0
29	Travel Agent	8,259	13.0
30	Journal of the AMA	8,214	-3.7
31	Automotive News	8,056	19.6
32	Industrial Equip News	8,045	5.0
33	Amer. Jnl of Nursing	7,772	3.1
34	Chem & Engnrg News	7,745	12.9
35	Iron Age	7,589	5.5
36	Restaurant Business	7,503	10.4
37	Architectural Record	7,484	1.9
38	Nation's Restaurant News	7,341	4.8
39	RN	7,314	34.5
40	Professional Builder	7,069	-14.4
41	Meetings & Conventions	6,735	20.3
42	Modern Plastics	6,718	-1.6
43	Adweek	6,691	0
44	Supermarket News	6,568	0
45	Electronic Engineering Times	6,481	17.8
46	Hydrocarbon Processing	6,050	6.8
47	Progressive Grocer	6,028	7.2
48	Elec. Const.& Maint.	5,977	-1.5
49	American Machinist	5,829	31.3
50	Patient Care	5,754	-2.6
51	Motor News	5,688	-1.9
52	Business & Comm. Aviation	5,615	7.2
53	Instructor	5,533	6.5
54	Computer Design	5,524	26.4
55	Industrial Research & Dev.	5,379	8.7
56	Progressive Architecture	5,347	26.2
57	Journal of Accountancy	5,284	13.1
58	Modern Salon	5,219	5.9
59	Chemical Processing	5,190	25.4
60	The AOPA Pilot	5,158	1.8
61	Power	5,118	-3.6
62	Successful Meetings	5,044	31.5
63	Diversion	5,005	15.7
64	Postgraduate Medicine	5,001	15.8
65	Fleet Owner	4,965	-1.8
66	The Chronicle of Higher Ed.	4,951	13.0
67	Modern Materials Handling	4,875	-5.5
68	Electronic Buyers News	4,812	0
69	Coal Age	4,711	10.1
70	Product Design & Dev.	4,500	16.9
71	Publishers Weekly	4,452	4.5
72	Consultant	4,447	32.8
73	Engnrg. & Mining Jnl.	4,412	12.9
74	Telephony	4,389	13.7
75	Learning	4,346	19.9
76	The Blood Horse	4,335	21.2
77	Graphic Arts Monthly	4,300	14.7
78	Heavy Duty Trucking	4,241	1.5
79	Sales & Mktg Mngmt	4,244	14.9
80	The Office	4,230	20.9
81	Mini-Micro Systems	4,211	44.7
82	Amer. Family Physcn.	4,200	-2.2
83	Business Insurance	4,209	37.6
84	Gifts & Dec. Acces.	4,179	14.6
85	Tooling Production	4,112	23.8
86	World Oil	4,110	0
87	Industrial Maint. & Plant Oper.	4,083	0.9
88	Plastics Technology	4,021	17.2
89	Chain Store Age (Spmkt)	3,993	-1.1
90	Electrical World	3,989	-12.5
91	Electronic Products	3,971	2.5
92	Packaging Digest	3,966	13.7
93	Chemical Mktg Reporter	3,934	13.8
94	Builder (NAHB)	3,782	28.5
95	Modern Office Procedures	3,780	23.0
96	Hospitals	3,779	1.1
97	Hardware Retailing	3,726	0.8
98	IEEE Spectrum	3,714	7.6
99	Control Engineering	3,677	0
100	Discount Store News	3,618	9.2

Figures are FOLIO estimates

Top 100 business magazines by advertising pages

Rank	Magazine Name	Ad Pages	% Change
1	Travel Agent	6,707	-9.2
2	Electronic News	6,538	23.3
3	The Blood Horse	6,097	6.1
4	Oil & Gas Journal	6,093	10.7
5	Women's Wear Daily	5,921	0.4
6	Electronic Design	5,262	47.5
7	Electronics	4,530	4.7
8	Computerworld	4,487	5.9
9	Machine Design	4,147	11.3
10	Advertising Age	3,761	-.7
11	Engineering News Record	3,690	1.7
12	EDN	3,643	13.6
13	Telephony	3,566	-3.8
14	Design News	3,475	3.8
15	N.E. Journal of Medicine	3,411	8.2
16	American Metal Mkt.	3,229	12.4
17	Chemical Engineering	3,198	-5.1
18	Daily News Record	2,979	-0.9
19	Plant Engineering	2,957	-13.5
20	Medical Economics	2,955	-11.1
21	Purchasing	2,906	-3.5
22	HFD	2,867	0
23	Iron Age	2,862	-7.1
24	Publishers Weekly	2,739	-5.7
25	Hydrocarbon Processing	2,737	-7.2
26	Chemical Mktg Reporter	2,568	-2.3
27	Aviation Week & Space Tech.	2,502	3.1
28	Industrial Equip News	2,398	-2.2
29	Journal of the AMA	2,326	-21.0
30	Electronic Buyers News	2,308	0
31	Restaurants & Institns.	2,280	-2.6
32	Modern Machine Shop	2,231	0
33	Billboard	2,216	-28.7
34	Gifts & Dec. Acces.	2,162	3.0
35	Patient Care	2,093	-7.7
36	American Machinist	2,085	22.6
37	Tooling Production	2,084	15.3
38	Coal Age	2,063	-5.2
39	Electronic Eng. Times	2,035	4.6
40	Chemical Week	2,008	-10.6
41	Restaurant Business	2,004	-2.0
42	Datamation	1,976	-5.3
43	Graphic Arts Monthly	1,943	1.0
44	World Oil	1,931	0
45	Automotive News	1,921	-11.1
46	Bakery Prod & Mktg	1,898	1.4
47	Industry Week	1,889	-13.6
48	Pulp & Paper	1,887	0
49	Computer Design	1,884	10.9
50	Emergency Medicine	1,846	12.3

Rank	Magazine Name	Ad Pages	% Change
51	Hospitals	1,833	-15.2
52	Diversion	1,805	9.8
53	Chemical Processing	1,776	10.4
54	The Chronicle of Higher Education	1,741	13.1
55	Ind. Research & Dev.	1,667	4.4
56	The Office	1,640	1.4
57	Modern Materials Handling	1,636	-5.5
58	Consultant	1,608	29.4
59	Meetings & Conventions	1,605	-3.0
60	Postgraduate Medicine	1,579	-1.6
61	Amer. Family Physcn.	1,573	-5.1
62	Engineering & Mining Journal	1,552	-9.0
63	Adweek	1,541	0
64	Architectural Record	1,526	-13.0
65	Chem & Engineering News	1,525	7.7
66	Professional Builder	1,516	-19.3
67	Nation's Rest. News	1,504	5.3
68	Building Supply News	1,495	-2.3
69	Hardware Retailing	1,494	-10.0
70	Indust. Maint. & Plant Oper.	1,462	-6.7
71	Institutional Investor	1,456	19.0
72	Business Insurance	1,445	20.2
73	Successful Meetings	1,414	22.5
74	Modern Plastics	1,406	-4.7
75	Petroleum Engineer Intl.	1,360	0
76	Modern Off. Procedures	1,358	11.7
77	Power	1,356	-18.3
78	Supermarket News	1,300	-6.8
79	Plastics Technology	1,297	-0.8
80	Elec. Const.& Maint.	1,294	-11.4
81	Product Design & Dev.	1,283	0.6
82	Mini-Micro Systems	1,271	28.9
83	Electronic Products	1,268	-6.7
84	Commercial Car Journal	1,257	-14.1
85	Electrical World	1,251	-15.4
86	Fleet Owner	1,247	-12.6
87	Materials Handling & Engineering	1,246	2.4
88	Chemical Equipment	1,244	0
89	Control Engineering	1,226	0
90	Production	1,215	10.7
91	Progressive Architecture	1,202	10.0
92	Annnals of Int. Med.	1,197	-7.8
93	Analytical Chemistry	1,189	0
94	Heavy Duty Trucking	1,180	-10.1
95	Health Care Prod. Nws	1,175	0
96	Medical World News	1,153	-9.1
97	Amer. Journal of Nursing	1,144	-2.1
98	Construction Equip.	1,132	-15.7
99	New Equip. Digest	1,129	0.6
100	Purchasing World	1,110	0

Figures are FOLIO estimates

Top 50 business magazines by subscription revenue

Rank	Magazine Name	$000	% Change
1	Nursing 80	7,181	-0.2
2	N.E. Journal of Medicine	4,899	18.6
3	Motor News	4,887	1.0
4	RN	4,788	39.4
5	Aviation Week & Space Tech.	3,843	15.1
6	Amer. Journal of Nursing	3,793	-6.5
7	Journal of Accountancy	3,528	4.6
8	Women's Wear Daily	3,387	8.9
9	Computerworld	3,230	28.7
10	American Metal Mkt.	3,093	24.1
11	Advertising Age	3,045	36.6
12	Instructor	2,790	2.6
13	Engineering News Record	2,685	9.1
14	The AOPA Pilot	2,543	6.7
15	Billboard	2,375	0
16	Learning	2,246	8.6
17	Today's Education	2,201	17.6
18	Automotive News	2,119	18.6
19	Chem & Engineering News	2,084	1.1
20	Modern Salon	1,909	16.3
21	Electronics	1,729	7.7
22	The Chronicle of Higher Ed.	1,717	0.6
23	Oil & Gas Journal	1,498	35.7
24	Annnals of Int. Med.	1,388	-21.3
25	Architectural Record	1,379	23.8
26	Sales & Mktg Mngmt	1,378	6.8
27	Electronic News	1,321	9.4
28	Chemical Engineering	1,310	12.5
29	Daily News Record	1,299	6.6
30	Builder (NAHB)	1,231	-2.1
31	Motor	1,149	-1.7
32	Modern Plastics	1,109	12.6
33	Publishers Weekly	1,106	117.3
34	ABA Journal	1,103	41.8
35	Electrical Construction & Maint.	1,087	7.6
36	IEEE Spectrum	1,081	9.6
37	Progressive Arch.	997	30.4
38	Chemical Week	945	3.3
39	Air Condit./Heating/Refrigeration	735	-3.3
40	The Blood Horse	730	16.6
41	Nation's Rest. News	720	31.2
42	HFD	714	0
43	Institutional Investor	705	14.6
44	Medical Economics	690	-21.0
45	Chemical Marketing Reporter	655	20.6
46	Gifts & Dec. Acces.	590	7.9
47	Telephony	570	26.7
48	Power	554	10.2
49	Business Insurance	494	59.9
50	Journal of the AMA	446	-51.1

Top 50 business magazines by average circulation

Rank	Magazine Name	Average Circ.	% Change
1	Today's Education	1,663,098	-1.4
2	Nursing 80	529,921	0.2
3	Amer. Journal of Nursing	345,191	0.8
4	RN	299,264	5.7
5	ABA Journal	288,292	11.1
6	Industry Week	279,471	6.3
7	Journal of the AMA	272,223	4.7
8	Instructor	256,505	-0.7
9	The AOPA Pilot	254,324	6.8
10	Journal of Accountancy	239,995	4.3
11	Learning	222,335	2.6
12	IEEE Spectrum	214,790	16.1
13	N.E. Jnl of Medicine	202,395	8.6
14	Industrial Equip News	190,405	8.2
15	New Equip. Digest	188,436	3.0
16	Hospital Practice	186,101	-2.3
17	Diversion	176,411	-1.8
18	Medical Economics	163,105	-8.3
19	Machine Design	161,155	13.3
20	Design News	154,742	11.3
21	Builder (NAHB)	135,613	23.1
22	Amer. Family Physcn.	134,964	4.7
23	Datamation	130,105	18.3
24	Postgraduate Medicine	129,942	19.3
25	Modern Salon	129,233	-6.1
26	Modern Office Procedures	129,223	8.2
27	Motor	127,629	-1.7
28	The Office	127,578	2.3
29	Product Design & Dev.	125,227	5.7
30	Chem & Engineering News	121,644	0.7
31	Consultant	121,385	-19.1
32	Medical World News	117,900	-32.9
33	Emergency Medicine	115,031	0.9
34	Patient Care	111,451	3.3
35	Aviation Week & Space Tech.	110,489	8.6
36	Infosystems	110,335	6.3
37	Computer Decisions	110,226	0
38	Iron Age	110,046	0.4
39	EDN	109,138	15.3
40	Computerworld	107,733	7.3
41	Professional Builder	106,990	-1.5
42	Modern Machine Shop	106,209	0
43	Restaurants & Institutions	105,599	0.2
44	Industrial Maint. & Plant Oper.	105,558	0
45	Industrial Research & Dev.	103,966	0.2
46	Modern Materials Handling	103,848	6.0
47	Electronic Design	103,782	8.3
48	Engineering News Record	103,294	0.6
49	Chain Store Age (Spmkt)	102,770	-0.9
50	Electronic Eng. Times	100,395	7.7

Figures are FOLIO estimates

Top 100 business magazines by gross unit revenue

Rank	Magazine Name	Gross Unit Rev.**	% Change
1	Daily News Record	402.03	12.8
2	The Blood Horse	285.45	20.8
3	Oil & Gas Journal	284.03	17.6
4	Women's Wear Daily	267.58	-3.2
5	Electronic News	247.73	33.7
6	Travel Agent	243.41	0.4
7	HFD	234.94	0.0
8	Billboard	227.10	-13.1
9	Chemical Mktg. Reporter	227.08	12.2
10	Coal Age	225.95	10.6
11	Advertising Age	225.81	12.3
12	Chemical Engineering	209.13	4.9
13	American Metal Mkt.	209.09	30.1
14	Institutional Investor	197.66	25.9
15	Computerworld	196.64	6.2
16	Engnrg. & Mining Jnl.	185.82	11.1
17	Hydrocarbon Processing	185.44	8.2
18	Chemical Week	178.41	6.2
19	Adweek	177.53	0.0
20	Electronics	161.74	28.9
21	Engnrg. News Record	150.38	13.9
22	Pulp & Paper	149.93	0.0
23	Aviation Week & Space Tech.	147.87	4.8
24	Electrical World	147.51	-12.8
25	Men's Wear	142.01	10.7
26	Electronic Design	138.82	28.7
27	Plant Engineering	135.96	-7.0
28	Modern Plastics	133.68	-1.9
29	Discount Store News	127.12	11.1
30	Gifts & Decorative Acces.	125.82	12.4
31	Telephony	122.84	9.1
32	Air Condit./Htg./Rfrg.	121.37	6.9
33	World Oil	121.20	0.0
34	Publishers Weekly	120.77	3.8
35	Architectural Record	120.50	-9.1
36	Automotive News	119.93	16.6
37	Electronic Buyers News	118.12	0.0
38	Bakery Prod. & Mktg.	117.55	-1.1
39	Restaurants & Institns.	115.27	11.4
40	Supermarket News	112.60	-0.6
41	Nation's Restaurant News	112.36	0.6
42	Petroleum Engineer Intl.	112.27	0.0
43	Business & Comm. Aviation	111.14	6.8
44	Business Insurance	110.37	31.7
45	Plastics Technology	102.97	16.4
46	Restaurant Business	102.53	5.5
47	Chain Store Age (Gen.M)	100.09	-0.1
48	Analytical Chemistry	99.86	0.0
49	Power	99.24	-3.6
50	Pensions & Investments	94.76	0.0
51	American Machinist	93.69	30.8
52	Sales & Mktg. Mngmt	91.81	14.5
53	Meetings & Conventions	91.38	25.3
54	Building Supply News	90.18	-9.7
55	Machine Design	89.57	1.0
56	Purchasing	89.37	-1.0
57	EDN	88.20	15.6
58	Elec. Const.& Maint.	82.49	-2.0
59	Computer Design	81.59	25.3
60	Power Engineering	75.86	5.1
61	Datamation	74.42	-5.3
62	Progressive Architecture	73.61	25.5
63	Medical Economics	71.67	13.4
64	The Chronicle of Higher Ed.	71.38	11.8
65	Progressive Grocer	71.34	5.5
66	Successful Meetings	69.56	27.6
67	Iron Age	68.96	5.0
68	Design News	68.53	0.9
69	Professional Builder	66.07	-13.1
70	Fleet Owner	65.64	1.3
71	Chemical Processing	64.83	25.5
72	Electronic Engnrg. Times	64.56	9.5
73	Chem & Engnrg. News	63.67	12.2
74	Hardware Retailing	59.82	3.0
75	Tooling Production	58.70	23.8
76	Graphic Arts Monthly	55.86	14.7
77	N.E. Jnl. of Medicine	52.98	1.9
78	Packaging Digest	52.04	5.1
79	Ind. Research & Dev.	51.74	8.4
80	Patient Care	51.63	-5.7
81	Chemical Equipment	49.85	0.0
82	Control Engineering	49.14	0.0
83	New Equip. Digest	48.01	5.8
84	Highway & Hvy. Constr.	46.94	-3.3
85	Modern Materials Handlg.	46.94	-10.9
86	Heavy Duty Trucking	46.62	-3.3
87	Restaurant Hospitality	45.98	14.0
88	Construction Equip.	45.46	-25.0
89	Mini-Micro Systems	45.45	35.5
90	Production	45.09	26.9
91	Hospitals	44.56	-4.7
92	Commercial Car Journal	44.19	-4.7
93	Electronic Products	43.13	2.5
94	Industrial Equip. News	42.25	-3.0
95	Industry Week	41.28	-20.9
96	Health Care Prod. News	40.59	0.0
97	Modern Salon	40.39	12.8
98	Chain Store Age (Spmkt.)	38.85	-0.2
99	Industrial Maint. & Plant Op.	38.68	0.9
100	Annnals of Internal Medcn.	38.50	-.8

Figures are FOLIO estimates

Total revenue ÷ average circulation

Top 50 business magazines by advertising unit revenue

Rank	Magazine Name	Ad. Unit Rev.**	% Change
1	Daily News Record	352.03	13.0
2	Oil & Gas Journal	258.08	16.4
3	Travel Agent	240.30	0.4
4	The Blood Horse	234.77	21.1
5	Electronic News	228.73	35.9
6	Women's Wear Daily	225.78	-3.8
7	HFD	214.94	0
8	Coal Age	213.53	11.1
9	Chemical Engineering	190.05	4.2
10	Chemical Mktg Reporter	189.29	11.0
11	Advertising Age	186.63	8.7
12	Institutional Investor	183.13	27.9
13	Hydrocarbon Processing	174.83	8.1
14	Adweek	173.12	0
15	Engineering & Mining Jnl.	170.90	12.2
16	Computerworld	166.66	4.1
17	Chemical Week	160.68	6.5
18	Pulp & Paper	145.99	0
19	American Metal Mkt.	145.60	31.3
20	Electronics	143.74	32.6
21	Billboard	140.18	-19.6
22	Electronic Design	138.82	28.7
23	Plant Engineering	135.96	-7.0
24	Electrical World	134.61	-10.0
25	Men's Wear	126.94	13.9
26	Engineering News Record	124.39	15.1
27	Discount Store News	122.99	11.6
28	World Oil	120.07	0
29	Electronic Buyers News	118.12	0
30	Bakery Prod & Mktg	117.55	-1.1
31	Restaurants & Institutions	115.27	11.4
32	Aviation Week & Space Tech.	113.09	4.4
33	Modern Plastics	111.61	-4.2
34	Bus. & Comm. Aviation	111.14	6.8
35	Gifts & Dec. Acces.	108.05	13.6
36	Petroleum Engr Intl.	107.08	0
37	Telephony	106.88	9.0
38	Supermarket News	105.19	-0.7
39	Plastics Technology	102.97	16.4
40	Restaurant Business	102.53	5.5
41	Nation's Rest. News	101.34	-0.7
42	Architectural Record	98.29	-12.6
43	Business Insurance	97.42	29.3
44	Air Condit./Heating/Refrigeration	96.59	9.0
45	Chain Store Age (Gen.M)	94.75	0.4
46	American Machinist	93.69	30.8
47	Meetings & Conventions	91.38	25.3
48	Publishers Weekly	90.77	-11.4
49	Building Supply News	90.18	-9.7
50	Machine Design	89.57	1.0

Top 50 business magazines by circulation unit revenue

Rank	Magazine Name	Circ. Unit Rev.*	% Change
1	Billboard	86.92	0
2	American Metal Mkt.	63.49	27.5
3	The Blood Horse	50.67	19.3
4	Daily News Record	50.00	11.1
5	Women's Wear Daily	41.79	0.4
6	Advertising Age	39.19	33.7
7	Chemical Mktg Reporter	37.79	18.6
8	Aviation Week & Space Tech.	34.78	6.0
9	Automotive News	31.55	15.5
10	Publishers Weekly	30.00	115.8
11	Computerworld	29.98	19.9
12	Sales & Marketing Management	29.81	6.4
13	Engineering News Record	25.99	8.5
14	Oil & Gas Journal	25.95	30.2
15	Air Condit./Heating/Refrigeration	24.78	-.7
16	The Chronicle of Higher Ed.	24.75	-0.6
17	N.E. Journal of Medicine	24.20	9.2
18	Architectural Record	22.21	10.5
19	Modern Plastics	22.07	12.3
20	HFD	20.00	0
21	Chemical Engineering	19.07	12.9
22	Electronic News	19.00	11.8
23	Electronics	18.00	5.9
24	Gifts & Dec. Acces.	17.78	5.9
25	Chemical Week	17.74	3.3
26	Chem & Engineering News	17.13	0.4
27	RN	16.00	31.8
28	Telephony	15.95	10.1
29	Annnals of Int. Med.	15.21	-21.0
30	Men's Wear	15.09	-10.8
31	Elec. Const.& Maint	15.00	7.1
32	Engineering & Mining Jnl.	14.92	-0.2
33	Modern Salon	14.77	23.9
34	Journal of Accountancy	14.70	0
35	Institutional Investor	14.53	5.8
36	Progressive Architecture	13.73	29.6
37	Nursing 80	13.55	-0.4
38	Pensions & Investments	13.22	0
39	Business Insurance	12.96	53.1
40	Electrical World	12.89	-34.6
41	Coal Age	12.42	2.4
42	Analytical Chemistry	12.05	0
43	Nation's Rest. News	11.02	14.2
44	Amer. Journal of Nursing	10.99	-7.2
45	Instructor	10.88	3.3
46	Power	10.74	10.1
47	Hydrocarbon Processing	10.60	10.6
48	Learning	10.10	5.9
49	The AOPA Pilot	10.00	-.1
50	Builder (NAHB)	9.08	-20.5

* Circulation revenue ÷ average circulation
** Advertising revenue ÷ average circulation

Figures are FOLIO estimates

Fastest growing business magazines by total revenue

Overall
(All categories)

		($000)	% Change
1	Mini-Micro Systems	4,211	44.7
2	Electronic Design	14,407	39.3
3	Business Insurance	4,209	37.6
4	Institutional Investor	9,591	36.5
5	RN	7,314	34.5
6	EDN	9,626	33.3
7	Consultant	4,447	32.8
8	Successful Meetings	5,044	31.5
9	American Machinist	5,829	31.3
10	Electronics	15,534	31.2

Division One
(Over $10 million gross revenue)

		($000)	% Change
1	Electronic Design	14,407	39.3
2	Electronics	15,534	31.2
3	Electronic News	17,218	30.9
4	American Metal Mkt.	10,187	26.7
5	Oil & Gas Journal	16,398	22.6
6	Advertising Age	17,547	14.8
7	Engineering News Record	15,534	14.6
8	Machine Design	14,435	14.5
9	Computerworld	21,184	13.9
10	Aviation Week & Space Tech.	16,338	13.8

Division Two
($5 million — $10 million gross revenue)

		($000)	% Change
1	Institutional Investor	9,591	36.5
2	RN	7,314	34.5
3	EDN	9,626	33.3
4	Successful Meetings	5,044	31.5
5	American Machinist	5,829	31.3
6	Computer Design	5,524	26.4
7	Progressive Architecture	5,347	26.2
8	Meetings & Conventions	6,735	20.3
9	Automotive News	8,056	19.6
10	Electronic Engineering Times	6,481	17.8

Division Three
(Less than $5 million gross revenue)

		($000)	% Change
1	Mini-Micro Systems	4,211	44.7
2	Business Insurance	4,209	37.6
3	Consultant	4,447	32.8
4	Builder (NAHB)	3,782	28.5
5	Tooling Production	4,112	23.8
6	Modern Off. Procedures	3,780	23.0
7	Production	3,610	21.4
8	The Blood Horse	4,335	21.2
9	The Office	4,230	20.9
10	Learning	4,346	19.9

Fastest growing business magazines by advertising revenue

Overall
(All categories)

		($000)	% Change
1	Builder (NAHB)	2,551	51.4
2	Mini-Micro Systems	4,211	44.7
3	Electronic Design	14,407	39.3
4	Institutional Investor	8,886	38.6
5	Journal of Accountancy	1,756	35.1
6	Business Insurance	3,715	35.0
7	Electronics	13,805	34.9
8	Learning	2,100	34.9
9	EDN	9,626	33.3
10	Electronic News	15,897	33.0

Division One
(Over $10 million gross revenue)

		($000)	% Change
1	Electronic Design	14,407	39.3
2	Electronics	13,805	34.9
3	Electronic News	15,897	33.0
4	American Metal Mkt.	7,094	27.8
5	Oil & Gas Journal	14,900	21.4
6	Engnrg. News Record	12,849	15.8
7	Machine Design	14,435	14.5
8	Aviation Week & Space Tech.	12,495	13.4
9	Design News	10,604	12.2
10	Computerworld	17,955	11.7

Division Two
($5 million — $10 million gross revenue)

		($000)	% Change
1	Institutional Investor	8,886	38.6
2	Journal of Accountancy	1,756	35.1
3	EDN	9,626	33.3
4	Successful Meetings	5,044	31.5
5	American Machinist	5,829	31.3
6	Computer Design	5,524	26.4
7	RN	2,526	26.0
8	Progressive Architecture	4,350	25.3
9	Meetings & Conventions	6,735	20.3
10	Automotive News	5,937	20.0

Division Three
(Less than $5 million gross revenue)

		($000)	% Change
1	Builder (NAHB)	2,551	51.4
2	Mini-Micro Systems	4,211	44.7
3	Business Insurance	3,715	35.0
4	Learning	2,100	34.9
5	Consultant	4,447	32.8
6	Tooling Production	4,112	23.8
7	Modern Off. Procedures	3,780	23.0
8	The Blood Horse	3,566	21.5
9	Production	3,610	21.4
10	The Chronicle of Higher Ed.	3,235	21.0

Figures are FOLIO estimates

Fastest growing business magazines by advertising pages

Overall (All divisions)

		Ad Pages	% Change
1	Electronic Design	5,262	47.5
2	Consultant	1,608	29.4
3	Mini-Micro Systems	1,271	28.9
4	Electronic News	6,538	23.3
5	American Machinist	2,085	22.6
6	Successful Meetings	1,414	22.5
7	Business Insurance	1,445	20.2
8	Institutional Investor	1,456	19.0
9	Journal of Accountancy	649	18.0
10	RN	788	16.6

Division One (Over $10 million gross revenue)

		Ad Pages	% Change
1	Electronic Design	5,262	47.5
2	Electronic News	6,538	23.3
3	American Metal Mkt.	3,229	12.4
4	Machine Design	4,147	11.3
5	Oil & Gas Journal	6,093	10.7
6	Nursing 80	792	8.8
7	N.E. Journal of Medicine	3,411	8.2
8	Computerworld	4,487	5.9
9	Electronics	4,530	4.7
10	Design News	3,475	3.8

Division Two ($1 — $10 million gross revenue)

		Ad Pages	% Change
1	American Machinist	2,085	22.6
2	Successful Meetings	1,414	22.5
3	Institutional Investor	1,456	19.0
4	Journal of Accountancy	649	18.0
5	RN	788	16.6
6	EDN	3,643	13.6
7	Computer Design	1,884	10.9
8	Chemical Processing	1,776	10.4
9	Progressive Architecture	1,202	10.0
10	Nation's Restaurant News	1,504	5.3

Division Three (Less than $1 million gross revenue)

		Ad Pages	% Change
1	Consultant	1,608	29.4
2	Mini-Micro Systems	1,271	28.9
3	Business Insurance	1,445	20.2
4	Sales & Marketing Management	968	16.3
5	Tooling Production	2,084	15.3
6	The Chronicle of Higher Ed.	1,741	13.1
7	Air Condit./Heating/Refrigeration	995	12.4
8	Emergency Medicine	1,846	12.3
9	Modern Office Procedures	1,358	11.7
10	Production	1,215	10.7

Figures are FOLIO estimates

TOP

TIME
HAS A WAY OF
CHANGING THINGS

Erosion and upheaval can alter the terrain of CPI publications as well as mounds and mountains.

Today, and for the past five years, the shift by CPI equipment marketers has been towards increased advertising investments in Chemical Processing magazine. For good reason.

Today, and for the past five years, the pressures have been on CPI technical operating managers to increase productivity and profits.

Responsible CPI operating managers are looking for help—for helpful ideas, [illegible] information on new equipment and systems developments. [illegible] case histories [illegible] reading for people managing CPI plants.

Of 37,000+ CPI plants, only 16,[illegible] are the [illegible] buyers of equipment [illegible] services. [illegible] and [illegible] firms — are where [illegible]

Fastest growing business magazines by average circulation

Overall (All divisions)		Average Circ	% Change
1	Builder (NAHB)	135,613	23.1
2	Postgraduate Medicine	129,942	19.3
3	Datamation	130,105	18.3
4	IEEE Spectrum	214,790	16.1
5	EDN	109,138	15.3
6	Machine Design	161,155	13.3
7	Travel Agent	33,929	12.6
8	Architectural Record	62,112	12.1
9	Design News	154,742	11.3
10	ABA Journal	288,292	11.1

Division One (Over $10 million gross revenue)		Average Circ	% Change
1	Machine Design	161,155	13.3
2	Design News	154,742	11.3
3	Aviation Week & Space Tech.	110,489	8.6
4	N.E. Journal of Medicine	202,395	8.6
5	Electronic Design	103,782	8.3
6	Women's Wear Daily	84,657	8.3
7	Plant Engineering	90,241	7.4
8	Computerworld	107,733	7.3
9	Industry Week	279,471	6.3
10	Oil & Gas Journal	57,734	4.3

Division Two ($5 – $10 million gross revenue)		Average Circ	% Change
1	Postgraduate Medicine	129,942	19.3
2	Datamation	130,105	18.3
3	EDN	109,138	15.3
4	Travel Agent	33,929	12.6
5	Architectural Record	62,112	12.1
6	Institutional Investor	48,522	8.4
7	Industrial Equip News	190,405	8.2
8	Electronic Eng. Times	100,395	7.7
9	The AOPA Pilot	254,324	6.8
10	Purchasing	95,171	5.7

Division Three (Less than $5 million gross revenue)		Average Circ	% Change
1	Builder (NAHB)	135,613	23.1
2	IEEE Spectrum	214,790	16.1
3	ABA Journal	288,292	11.1
4	Modern Office Procedures	129,223	8.2
5	Packaging Digest	76,217	8.2
6	Mini-Micro Systems	92,649	6.8
7	Bakery Prod & Mktg	29,210	6.5
8	Infosystems	110,335	6.3
9	Hospitals	84,813	6.1
10	Modern Mat'ls Handl'g	103,848	6.0

Fastest growing business magazines by advertising unit revenue

Overall (All divisions)		Adv.Unit Rev.	% Change
1	Consultant	36.64	64.1
2	Electronic News	228.73	35.9
3	Mini-Micro Systems	45.45	35.5
4	Electronics	143.74	32.6
5	Learning	9.45	31.5
6	American Metal Mkt.	145.60	31.3
7	American Machinist	93.69	30.8
8	Journal of Accountancy	7.32	29.5
9	Business Insurance	97.42	29.3
10	Electronic Design	138.82	28.7

Division One (Over $10 million gross revenue)		Adv.Unit Rev.	% Change
1	Electronic News	228.73	35.9
2	Electronics	143.74	32.6
3	American Metal Mkt.	145.60	31.3
4	Electronic Design	138.82	28.7
5	Oil & Gas Journal	258.08	16.4
6	Medical Economics	67.44	15.7
7	Engineering News Record	124.39	15.1
8	Daily News Record	352.03	13.0
9	Restaurants & Institutions	115.27	11.4
10	Advertising Age	186.63	8.7

Division Two ($5 – $10 million gross revenue)		Adv.Unit Rev.	% Change
1	American Machinist	93.69	30.8
2	Journal of Accountancy	7.32	29.5
3	Institutional Investor	183.13	27.9
4	Successful Meetings	69.56	27.6
5	Computer Design	81.59	25.3
6	Meetings & Conventions	91.38	25.3
7	Progressive Arch.	59.88	24.6
8	RN	8.44	19.3
9	Automotive News	88.38	17.0
10	EDN	88.20	15.6

Division Three (Less than $5 million gross revenue)		Adv.Unit Rev.	% Change
1	Consultant	36.64	64.1
2	Mini-Micro Systems	45.45	35.5
3	Learning	9.45	31.5
4	Business Insurance	97.42	29.3
5	Production	45.09	26.9
6	Tooling Production	58.70	23.8
7	Builder (NAHB)	18.81	23.0
8	The Blood Horse	234.77	21.1
9	The Chronicle of Higher Education	46.63	19.6
10	Annals of Internal Med.	23.29	19.2

Figures are FOLIO estimates

Fastest growing business magazines by gross unit revenue

	Overall *(All divisions)*	Gross Unit Rev	% Change
1	Consultant	36.64	64.1
2	Mini-Micro Systems	45.45	35.5
3	Electronic News	247.73	33.7
4	Business Insurance	110.37	31.7
5	American Machinist	93.69	30.8
6	American Metal Mkt.	209.09	30.1
7	Electronics	161.74	28.9
8	Electronic Design	138.82	28.7
9	Successful Meetings	69.56	27.6
10	RN	24.44	27.2

	Division One *(Over $10 million in gross revenue)*	Gross Unit Rev	% Change
1	Electronic News	247.73	33.7
2	American Metal Mkt.	209.09	30.1
3	Electronics	161.74	28.9
4	Electronic Design	138.82	28.7
5	Oil & Gas Journal	284.03	17.6
6	Engineering News Record	150.38	13.9
7	Medical Economics	71.67	13.4
8	Daily News Record	402.03	12.8
9	Advertising Age	225.81	12.3
10	Restaurants & Institutions	115.27	11.4

	Division Two *($5 – $10 million in gross revenue)*	Gross Unit Rev	% Change
1	American Machinist	93.69	30.8
2	Successful Meetings	69.56	27.6
3	RN	24.44	27.2
4	Institutional Investor	197.66	25.9
5	Progressive Architecture	73.61	25.5
6	Computer Design	81.59	25.3
7	Meetings & Conventions	91.38	25.3
8	Automotive News	119.93	16.6
9	EDN	88.20	15.6
10	Modern Salon	40.39	12.8

	Division Three *(Less than $5 million in gross revenue)*	Gross Unit Rev	% Change
1	Consultant	36.64	64.1
2	Mini-Micro Systems	45.45	35.5
3	Business Insurance	110.37	31.7
4	Production	45.09	26.9
5	Tooling Production	58.70	23.8
6	The Blood Horse	285.45	20.8
7	The Office	33.16	18.1
8	Diversion	28.37	17.9
9	Learning	19.55	16.9
10	Plastics Technology	102.97	16.4

Figures are FOLIO estimates

Folio 400 Newcomers (Trade)

	Total Revenue	($000)	Mrkt Shr %
1	World Oil	4,110	11.0
2	Analytical Chemistry	3,063	8.2
3	Chemical Equipment	3,503	9.4
4	Computer Decisions	3,493	9.4
5	Control Engineering	3,677	9.9
6	Health Care Prod. Nws	3,267	8.8
7	Modern Machine Shop	3,362	9.0
8	Pensions & Investments	3,034	8.1
9	Petroleum Engr Intl.	3,423	9.2
10	Pulp & Paper	3,430	9.2
11	Purchasing World	2,952	7.9
	Total	37,314	

	Advertising Revenue	($000)	Mrkt Shr %
1	World Oil	4,072	11.3
2	Control Engineering	3,565	9.9
3	Chemical Equipment	3,503	9.7
4	Computer Decisions	3,493	9.7
5	Modern Machine Shop	3,362	9.3
6	Pulp & Paper	3,340	9.2
7	Health Care Prod. Nws	3,267	9.0
8	Petroleum Engr Intl.	3,265	9.0
9	Purchasing World	2,952	8.2
10	Analytical Chemistry	2,693	7.5
11	Pensions & Investments	2,611	7.2
	Total	36,123	

	Subscription Revenue	($000)	Mrkt Shr %
1	Pensions & Investments	423	35.5
2	Analytical Chemistry	369	31.0
3	Petroleum Engr Intl.	158	13.3
4	Control Engineering	112	9.4
5	Pulp & Paper	90	7.6
6	World Oil	38	3.2
7	Chemical Equipment	0	0.0
8	Computer Decisions	0	0.0
9	Health Care Prod. Nws	0	0.0
10	Modern Machine Shop	0	0.0
11	Purchasing World	0	0.0
	Total	1,190	

	Ad Pages		Mrkt Shr %
1	Modern Machine Shop	2,231	14.9
2	World Oil	1,931	12.9
3	Pulp & Paper	1,887	12.6
4	Petroleum Engr Intl.	1,360	9.1
5	Chemical Equipment	1,244	8.3
6	Control Engineering	1,226	8.2
7	Analytical Chemistry	1,189	8.0
8	Health Care Prod. Nws	1,175	7.9
9	Purchasing World	1,110	7.4
10	Computer Decisions	901	6.0
11	Pensions & Investments	686	4.6
	Total	14,940	

	Avarage Circulation		Mrkt Shr %
1	Computer Decisions	110,226	16.3
2	Modern Machine Shop	106,209	15.7
3	Purchasing World	85,327	12.6
4	Health Care Prod. Nws	80,474	11.9
5	Control Engineering	74,833	11.0
6	Chemical Equipment	70,276	10.4
7	World Oil	33,914	5.0
8	Pensions & Investments	32,020	4.7
9	Analytical Chemistry	30,678	4.5
10	Petroleum Engr Intl.	30,490	4.5
11	Pulp & Paper	22,879	3.4
	Total	677,326	

	Gross Unit Revenue (Total rev. ÷ avg. circ.)	Gross UnitRv
1	Pulp & Paper	149.93
2	World Oil	121.20
3	Petroleum Engr Intl.	112.27
4	Analytical Chemistry	99.86
5	Pensions & Investments	94.76
6	Chemical Equipment	49.85
7	Control Engineering	49.14
8	Health Care Prod. Nws	40.59
9	Purchasing World	34.60
10	Computer Decisions	31.69
11	Modern Machine Shop	31.65

(continued...)

Folio 400 Newcomers (Trade) *(continued)*

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)	**Advt UnitRv**
1	Pulp & Paper	145.99
2	World Oil	120.07
3	Petroleum Engr Intl.	107.08
4	Analytical Chemistry	87.81
5	Pensions & Investments	81.54
6	Chemical Equipment	49.85
7	Control Engineering	47.64
8	Health Care Prod. Nws	40.59
9	Purchasing World	34.60
10	Computer Decisions	31.69
11	Modern Machine Shop	31.65

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)	**Circ. UnitRv**
1	Pensions & Investments	13.22
2	Analytical Chemistry	12.05
3	Petroleum Engr Intl.	5.18
4	Pulp & Paper	3.94
5	Control Engineering	1.50
6	World Oil	1.13
7	Chemical Equipment	0.00
8	Computer Decisions	0.00
9	Health Care Prod. Nws	0.00
10	Modern Machine Shop	0.00
11	Purchasing World	0.0

The Folio 400 *(continued)*

Company scorecard by number of magazines in the Folio 400

Rank	Company Name	Magazines in Folio 400	Combined Total ($000)/Magazines in Folio 400
1	McGraw-Hill Publications	17	288,010
2	Ziff Davis Publications	15	192,550
3	Hearst Publications	12	390,639
4	CBS Publications	10	362,981
5	Petersen Publishing Co.	10	94,673
6	Technical Publishing Co.	10	61,251
7	Cahners Publications	9	58,650
8	Fairchild Publications	8	88,072
9	Penton IPC	8	54,326
10	Time Inc.	7	895,092
11	Conde Nast Publications	7	237,578
12	New York Times Magazine Group	4	252,762
13	Meredith Corporation	4	204,108
14	Times Mirror Magazines	4	88,018
15	Crain Communications	4	31,986
16	The Webb Company	4	28,175
17	Bill Communications	4	20,812
18	Lebhar-Friedman Publications	4	17,947
19	Charter Publishing	3	222,306
20	Penthouse International, Ltd.	3	202,340
21	Rodale Press	3	59,726
22	Army Times Publishing Co.	3	25,431
23	Chilton Publications	3	15,448

circulation into revenue. Of course, *Time*, with its 1.3 million more units of circulation, has a much harder job keeping its unit revenue high. Theoretically, if *Newsweek* could profitably convince 1.3 million more people to buy the publication, it would be forced to accept a slightly lower overall unit revenue to do so.

A look at the news magazine market analysis shows that *Time* has a slightly higher circulation unit revenue than *Newsweek*. The average purchaser of *Time* spends more per year than the equivalent buyer of *Newsweek* ($30.06 versus $27.64). *Newsweek* gets its overall gross unit revenue lead from the comparatively higher ad revenue generated for each unit of circulation ($59.17 versus $48.58). Thus, advertisers spend about $50.00 per year for each primary reader of *Time* or *Newsweek*, or about $1.00 per issue.

What does a high unit revenue signify? Unit revenue is the consensus of the marketplace from the point of view of either the advertising community or the reader/buyers. A high gross unit revenue is usually the result of a high ad unit revenue. A high ad unit revenue means that a lot of ad dollars are spent in reaching a select group of readers. High ad unit revenue is a signal of advertiser activity and points to a readership highly sought after by advertisers.

Is unit revenue the same as CPM? No. CPM is a cost measure based on the rates and the circulation. Unit revenue is a measure of performance that has little correlation with cost. The only relationship is that publications with high CPM's usually have a very specialized and valuable audience, something that a high ad unit revenue might confirm.

Apparel trade

Among 1980 trade markets, the Apparel market ranked 7th in total revenue, 6th in advertising revenue, 6th in advertising pages, and 24th in total circulation. This market comprises 2.4% of all measured trade titles, and 4.3% of all measured trade magazine revenue. The combined circulation of all publications in this market was 134 thousand, or 0.9% of all measured trade magazine circulation.

The following percentages show the 1980 Apparel market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Apparel market with growth overall. Total revenue up 6.4% (0.1%), ad rev. up 6.4% (0.1%), ad pages up 0.1% (0.9%), circ. up 4.4% (0.4%), gross unit rev. average up 2.4% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Women's Wear Daily	22,652	4.9	62.3
2	Daily News Record	10,442	8.2	28.7
3	Men's Wear	3,278	11.9	9.0
	Total	36,372		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Women's Wear Daily	19,114	4.2	61.3
2	Daily News Record	9,143	8.5	29.3
3	Men's Wear	2,930	15.2	9.4
	Total	31,187		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Women's Wear Daily	3,387	8.9	67.3
2	Daily News Record	1,299	6.6	25.8
3	Men's Wear	348	-9.8	6.9
	Total	5,034		

	Newsstand Revenue	($000)	% Chg NwsRv	Mrkt Shr %
1	Women's Wear Daily	151	5.6	100.0
2	Daily News Record	0	0.0	0.0
3	Men's Wear	0	0.0	0.0
	Total	151		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Women's Wear Daily	5,921	0.4	60.9
2	Daily News Record	2,979	-0.9	30.6
3	Men's Wear	820	1.6	8.4
	Total	9,720		

	Average Circulation	Average 1980 Circ.	%Chg Circ.	Mrkt. Shr %
1	Women's Wear Daily	84,657	8.3	63.3
2	Daily News Record	25,972	-4.0	19.4
3	Men's Wear	23,081	1.1	17.3
	Total	133,710		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Daily News Record	402.03	12.8
2	Women's Wear Daily	267.58	-3.2
3	Men's Wear	142.01	10.7

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Daily News Record	352.03	13.0
2	Women's Wear Daily	225.78	-3.8
3	Men's Wear	126.94	13.9

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Daily News Record	50.00	11.1
2	Women's Wear Daily	41.79	0.4
3	Men's Wear	15.09	-10.8

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Men's Wear	11.9	15.2	-9.8	0.0
2	Daily News Record	8.2	8.5	6.6	0.0
3	Women's Wear Daily	4.9	4.2	8.9	5.6

(Continued on page 325)

Aerospace & aviation

Among 1980 trade markets, the Aerospace & Aviation market ranked 6th in total revenue, 11th in advertising revenue, 13th in advertising pages, and 5th in total circulation. This market comprises 3.1% of all measured trade titles, and 4.4% of all measured trade magazine revenue. The combined circulation of all publications in this market was 779 thousand, or 5.1% of all measured trade magazine circulation.

The following percentages show the 1980 Aerospace & Aviation market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Aerospace & Aviation market with growth overall. Total revenue up 1.3% (0.1%), ad rev. up 0.6% (0.1%), ad pages down 3.8% (0.9%), circ. down 0.4% (0.4%), gross unit rev. average up 1.6% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Aviation Week & Space Tech.	16,338	13.8	43.9
2	Flying	10,137	0.0	27.2
3	Bus. & Comm. Aviation	5,615	7.2	15.1
4	The AOPA Pilot	5,158	1.8	13.8
	Total	37,248		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Aviation Week & Space Tech.	12,495	13.4	47.5
2	Bus. & Comm. Aviation	5,615	7.2	21.4
3	Flying	5,560	-2.5	21.2
4	The AOPA Pilot	2,614	-2.6	9.9
	Total	26,284		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Aviation Week & Space Tech.	3,843	15.1	39.8
2	Flying	3,260	1.3	33.8
3	The AOPA Pilot	2,543	6.7	26.4
4	Bus. & Comm. Aviation	0	0.0	0.0
	Total	9,646		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Aviation Week & Space Tech.	2,502	3.1	52.5
2	Bus. & Comm. Aviation	1,029	-1.0	21.6
3	The AOPA Pilot	622	-19.6	13.0
4	Flying	617	-4.3	12.9
	Total	4,770		

	Average Circulation			
1	Flying	363,653	-5.1	46.7
2	The AOPA Pilot	254,324	6.8	32.6
3	Aviation Wk & Space Tech.	110,489	8.6	14.2
4	Bus. & Comm. Aviation	50,523	0.4	6.5
	Total	778,989		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Aviation Week & Space Tech.	147.87	4.8
2	Bus. & Comm. Aviation	111.14	6.8
3	Flying	27.87	5.4
4	The AOPA Pilot	20.28	-4.7

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Aviation Week & Space Tech.	113.09	4.4
2	Bus. & Comm. Aviation	111.14	6.8
3	Flying	15.29	2.8
4	The AOPA Pilot	10.28	-8.8

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Aviation Week & Space Tech.	34.78	6.0
2	Flying	12.58	8.7
3	The AOPA Pilot	10.00	-.1
4	Bus. & Comm. Aviation	0.00	0.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Aviation Week & Space Tech.	13.8	13.4	15.1	0.0
2	Bus. & Comm. Aviation	7.2	7.2	0.0	0.0
3	The AOPA Pilot	1.8	-2.6	6.7	0.0
4	Flying	0.0	-2.5	1.3	8.0

(Continued on page 274)

Figures are FOLIO estimates

Architecture trade

Among 1980 trade markets, the Architecture market ranked 20th in total revenue, 19th in advertising revenue, 22nd in advertising pages, and 23rd in total circulation. This market comprises 3.1% of all measured trade titles, and 1.5% of all measured trade magazine revenue. The combined circulation of all publications in this market was 135 thousand, or 0.9% of all measured trade magazine circulation.

Since this is the first time that the Architecture market appears in the Folio 400 Study, it is impossible to draw any year-to-year comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Architectural Record	7,484	1.9	58.3
2	Progressive Architecture	5,347	26.2	41.7
	Total	12,831		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Architectural Record	6,105	-2.0	58.4
2	Progressive Architecture	4,350	25.3	41.6
	Total	10,455		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Architectural Record	1,379	23.8	58.0
2	Progressive Architecture	997	30.4	42.0
	Total	2,376		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Architectural Record	1,526	-13.0	55.9
2	Progressive Architecture	1,202	10.0	44.1
	Total	2,728		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Progressive Architecture	72,641	0.6	53.9
2	Architectural Record	62,112	12.1	46.1
	Total	134,753		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Architectural Record	120.50	-9.1
2	Progressive Architecture	73.61	25.5

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Architectural Record	98.29	-12.6
2	Progressive Architecture	59.88	24.6

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Architectural Record	22.21	10.5
2	Progressive Architecture	13.73	29.6

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Progressive Architecture	26.2	25.3	30.4
2	Architectural Record	1.9	-2.0	23.8

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Architectural Record

McGraw-Hill Publications (212) 997-2838
Publisher: Paul B. Beatty **Advertising Director:** Michael J. Mrvica

Architectural Record is edited for architects and engineers engaged in building design and product specification. Editorial content features developments in building, design and technology and is timed and balanced with the aid of Dodge Reports to serve architects and engineers in terms of the work on their boards. Year's content includes Building Types studies (18%); individual building presentations (40%); technical articles (5%); news, products, literature, economics, costs, trends, etc.(37%).

Research Studies Available: Contact Publisher

Progressive Architecture

Penton/IPC (203) 348-7531
Publisher: James J. Hoverman **Advertising Director:** Harrington A. Rose

Progressive Architecture is edited for individuals within the architectural profession responsible for designing and specifying materials for buildings in the U.S.A. Each issue contains reports of interest to the profession. Feature articles discuss new buildings and contemplated projects; trends in design and construction; social, political, economic forces affecting building design; philosophy of building design; advances in building technology; developments in interior design. Regular columns discuss specifications writing; legal aspects of architectural practice. A News Report section, devoted to news of buildings, people, financial and government aspects.

Research Studies Available: Architecture: A View of the '80's, 1979, by Progressive Architecture; Remodeling: A Future for the Past, 1980, by Progressive Architecture; How to Sell to Architectural Professionals, 1980, by Progressive Architecture.

Automotive

Among 1980 trade markets, the Automotive market ranked 18th in total revenue, 24th in advertising revenue, 24th in advertising pages, and 18th in total circulation. This market comprises 1.6% of all measured trade titles, and 2.0% of all measured trade magazine revenue. The combined circulation of all publications in this market was 195 thousand, or 1.3% of all measured trade magazine circulation.

The following percentages show the 1980 Automotive market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Automotive market with growth overall. Total revenue up 8.5% (0.1%), ad rev. up 7.7% (0.1%), ad pages down 10.8% (0.9%), circ. down 0.3% (0.4%), gross unit rev. average up 9.4% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Automotive News	8,056	19.6	72.4
2	Motor	3,073	-12.7	27.6
	Total	11,129		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Automotive News	5,937	20.0	75.5
2	Motor	1,924	-18.2	24.5
	Total	7,861		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Automotive News	2,119	18.6	64.8
2	Motor	1,149	-1.7	35.2
	Total	3,268		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Automotive News	1,921	-11.1	80.2
2	Motor	475	-9.7	19.8
	Total	2,396		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Motor	127,629	-1.7	65.5
2	Automotive News	67,173	2.6	34.5
	Total	194,802		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Automotive News	119.93	16.6
2	Motor	24.07	-11.2

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Automotive News	88.38	17.0
2	Motor	15.07	-16.8

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Automotive News	31.55	15.5
2	Motor	9.00	0.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Automotive News	19.6	20.0	18.6
2	Motor	-12.7	-18.2	-1.7

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Autobody and the Reconditioned Car, Automotive Aftermarket News, Automotive Age, Automotive Body Repair News, Automotive Chain Store, Automotive Design & Development, Automotive Engineering, Automotive Fleet, Automotive Industries*.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Automotive News

Crain Automotive Group, Inc. (313) 567-9520
Publisher: Keith E. Crain **Advertising Director:** M. Reid MacGuidwin

Automotive News covers current events and developments involving the automotive trade. News articles include sales and production figures, market analysis, interpretation of news reports, insight into industry problems, legislation affecting the automotive business, new styling, engineering, production and material developments, special reports. Special features include: monthly sections covering Auto Making, Service Management, Automotive World News, the Truck Industry and Recreational Vehicles.

Research Studies Available: Contact Publisher

(Continued on page 268)

Figures are FOLIO estimates

Chemical process industries

Among 1980 trade markets, the Chemical Process Industry market ranked 5th in total revenue, 5th in advertising revenue, 7th in advertising pages, and 10th in total circulation. This market comprises 3.9% of all measured trade titles, and 4.7% of all measured trade magazine revenue. The combined circulation of all publications in this market was 394 thousand, or 2.6% of all measured trade magazine circulation.

The following percentages show the 1980 Chemical Process Industry market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Chemical Process Industry market with growth overall. Total revenue up 10.6% (0.1%), ad rev. up 8.3% (0.1%), ad pages down 3.0% (0.9%), circ. up 0.3% (0.4%), gross unit rev. average up 10.1% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Chemical Engineering	14,366	4.5	36.1
2	Chemical Week	9,510	6.3	23.9
3	Chem. & Engrng.News	7,281	6.2	18.3
4	Chemical Processing	5,190	8.3	13.0
5	Chemical Equipment	3,503	NE	8.8
	Total	39,850		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Chemical Engineering	13,056	3.8	36.8
2	Chemical Week	8,565	6.6	24.1
3	Chem. & Engnrng.News	5,197	18.0	14.6
4	Chemical Processing	5,190	8.3	14.6
5	Chemical Equipment	3,503	NE	9.9
	Total	35,511		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Chem. & Engning.News	2,084	1.1	48.0
2	Chemical Engineering	1,310	12.5	30.2
3	Chemical Week	945	3.3	21.8
4	Chemical Equipment	0	0.0	0.0
5	Chemical Processing	0	NE	0.0
	Total	4,339		

	Ad Pages	Ad Pages	%Chg AdPg	Mrkt Shr %
1	Chemical Engineering	3,198	-5.1	33.2
2	Chemical Week	2,008	-10.6	20.9
3	Chemical Processing	1,776	10.4	18.5
4	Chem. & Engnrng.News	1,400	-1.1	14.5
5	Chemical Equipment	1,244	NE	12.9
	Total	9,626		

(continued...)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Aerosol Age, Chemical Engineering Progress, Chemical Purchasing, HAPPI, Soap/Cosmetics/Chemical Specialties.*

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

(Advertisement)

The Chemical Process Industries

The Chemical Process Industries are the largest related sector of the manufacturing industry. They range from petroleum refining and petrochemicals to pulp and paper, and from stone, clay and glass to foods and beverages. This diverse group of industrial segments, which are seemingly unconnected, are in fact tied together by a single important thread — technology. All parts of the CPI employ the principals of chemistry and chemical engineering technology to produce their vast output, which has been estimated in 1981 to be worth $588 billion.

The CPI take basic raw materials from the earth — oil, natural gas, minerals, organic matter, water and air — and convert them via chemical engineering principals into a host of products that have become everyday necessities of life. Our synthetic fibers are derived from petroleum and cellulose; we heat our homes and propel our vehicles with refined crude oil. We build our shelters using processed minerals such as stone, glass, cement and limestone. We have increased the productivity of our farms manyfold through the use of fertilizers derived from minerals and from the combination of natural gas and air. And our drugs — once referred to as 'miracles' — descend from a variety of natural sources and have lengthened and improved the quality of our lives.

Today's CPI are a conglomerate that will spend $450 billion for raw materials, new plants and new equipment in 1981. For new plant and equipment alone, the figure is $44 billion — some one third of all manufacturing capital spending. For research and development, the CPI will spend $8.7 billion this year, a 17% leap over 1980's level. The CPI are the major manufacturing consumer of electric energy and fuels in the U.S.; they account for 61% of all manufacturer purchased electricity, for 74% of all electrical energy generated in plant by manufacturers, and for 73% of all the fuel bought by the manufacturing sector. For pollution control, the CPI plan to spend $2.7 billion in 1981, 81% of the amount spent by all manufacturers. And for employee safety and health, the CPI will spend $1.4 billion, a 31.8% increase over 1980.

Many of the products of the CPI are rarely seen by the general public, as they are consumed by other industries in the production of other end products. In the automotive industry, for instance, the CPI provide paints, pigments and coatings, rubber for gaskets and tires, ferrous and non ferrous metals for chassis, engine, body and trim, and

(Continued . . .)

Figures are FOLIO estimates
NE = Not Estimated

Chemical process industries *(continued)*

	Average Circulation		%Chg Circ.	Mrkt Shr %
1	Chem. & Engnrng. News	121,644	0.7	30.8
2	Chemical Processing	80,058	0.0	20.3
3	Chemical Equipment	70,276	NE	17.8
4	Chemical Engineering	69,179	0.3	17.5
5	Chemical Week	53,306	0.1	13.5
	Total	394,463		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Chemical Engineering	209.13	4.9
2	Chemical Week	178.41	6.2
3	Chemical Processing	64.83	8.3
4	Chem. & Engnrng. News	59.85	5.5
5	Chemical Equipment	49.85	NE

(continued...)

Chemical & Engineering News

Centcom, Ltd. (215) 667-9666
Advertising Director: Benjamin W. Jones

Chemical & Engineering News is edited to provide coverage of technical and business developments throughout the chemical process industries. Reports on management,industry and business,sales and marketing, research production and technology, chemicals,equipment,international,government and people.

Research Studies Available: How Industry Buys Chemicals,by Dun & Bradstreet; Key Chemicals & Polymers; Separate Market Reports & forecasts on 8 major product areas: 1.Process Chemicals,2. Specialty Chemicals,3.Plastics & Resins,4.Organic Chemicals,5. Surfactants,6.Fatty Chemicals,7. Inorganic Chemicals.

Chemical Engineering

McGraw Hill Publications, Inc. (212) 997-6366
Publisher: Alfred S. Reed **Advertising Director:** Alfred S. Reed

Chemical Engineering is edited to inform chemical engineers and other technical personnel in the chemical process industries about technical and industrial developments and interpret their significance. Content includes a newsletter, roundup feature news, stories that highlight trends, articles describing new engineering techniques, pollution control processes, extensive state-of-the-art reports, plus coverage of offerings of new equipment, new chemicals,materials, engineering systems and services new manufacturers' literature, and new technical books. Regular departments include Process Technology, professional department (You & Your Job), Operation & Maintenance, Materials Engineering Forum and Plant Notebook.

Research Studies Available: The CPI Buying Universe; Recognition Rankings of Suppliers to the Chemical Process Industries; The Market for Liquid, Gas and Air Handling Equipment; Chemical Engineering International Buying Universe Study; Water Usage in the CPI; Use of Cooling Towers in the Chemical Process Industries, Pollution Abatement Cost and Expenditures,CPI.

Chemical Equipment

Gordon Publications,Inc. (201) 267-6040
Publisher: Kenneth M. Nelson

Chemical Equipment is edited for those engineers concerned with design, building, engineering, operating and maintaining chemical process plants. The editorial consists of new product write-ups and new literature releases.

Research Studies Available: Contact Publisher

Chemical Processing

Putman Publishing Co (312) 644-2020
Publisher: Larry Zerone **Advertising Director:** Cathy Anderson

Chemical Processing is edited for executive managers in the chemical

(Advertisement)

The 18 segments of the CPI

	No. Plants with 20 or more employees	Total no. employees
Chemicals, petrochemicals	1,426	288,232
Drugs and cosmetics	736	213,409
Explosives and ammunition	146	64,985
Fats and oils	460	40,507
Fertilizers and agri. chemicals	484	54,396
Foods and beverages	1,468	202,172
Leather tanning and finishing	196	22,771
Lime and cement	230	33,660
Man-made fibers	77	85,963
Metallurgical products	1,868	174,442
Paints and allied products	736	65,830
Petroleum refining, coal products	1,028	581,957
Plastic materials	310	60,011
Rubber products	869	230,031
Soap and related products	556	57,749
Stone, clay and glass	1,984	356,150
Wood, pulp, paper and board	1,099	266,602
Other process industries	2,482	496,538
Total	16,155	3,295,405

plastic and vinyl for a host of parts designed to reduce weight and increase fuel efficiency. All these plus the chemicals needed to process and convert the raw materials into finished products. The CPI themselves are a huge consumer of their own output.

The vast array of intermediate and finished products created by the CPI is manufactured by a relatively few basic steps — known as unit operations and unit processes. Unit operations, such as distillation, drying, heating and separation, involve physical changes in materials and utilize a variety of equipment. Unit processes, such as fermentation , polymerization and catalysis incorporate chemical changes, and generally take place in reaction vessels. A typical chemical process might employ a number of these unit operations and processes strung together in series. Many of these processes with technical names and which are now performed in mammoth plants have been used by man for centuries without his understanding of the mechanisms involved.

The CPI as we know it today started to take shape in the late 1800's once the industrial revolution had begun to accelerate. One of the first CPI products was synthetic dyes. Spurred by a rise in the cost of imported dyes, manufacturers prevailed upon the chemists of the day to

(Continued . . .)

Figures are FOLIO estimates
NE = Not Estimated

Chemical process Industries (continued)

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Chemical Engineering	190.05	4.2
2	Chemical Week	160.68	6.5
3	Chemical Processing	64.83	8.3
4	Chemical Equipment	49.85	NE
5	Chem. & Engnrng. News	42.72	7.6

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	Chemical Engineering	19.07	12.9
2	Chemical Week	17.74	3.3
3	Chem. & Engnrng. News	17.13	0.4
4	Chemical Equipment	0.00	NE
5	Chemical Processing	0.00	0.0

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Chemical Processing	8.3	8.3	0.0
2	Chemical Week	6.3	6.6	3.3
3	Chem. & Engnrng. News	6.2	8.3	1.1
4	Chemical Engineering	4.5	3.8	12.5
5	Chemical Equipment	NE	NE	NE

processing industries. By case history methods, new solutions of CPI plant operating problems are reported. Articles describe actual processes, equipment and material used -stressing 'how and why' they are more efficient. Information concerning the products that are used is also reported.

Research Studies Available: Contact Publisher

Chemical Week

McGraw Hill Publications (212) 997-2500
Publisher: Stephen C. Croft **Advertising Director:** Howard M. Mager

Chemical Week reports and interprets the news for business and technical management of the Chemical Process Industries. Its editorial pages communicate the facts, analyze their significance and point out profit implications of the news -within the areas of business, technology and marketing. Major departments include...Behind the News · Viewpoint · Business, Technology. Market and Washington Newsletters · Engineering -Administration · Production · Research · Sales · Markets -Specialties · Countdown · International · Special Reports · Letters · Meetings. In summary, CW's editorial answers these questions...'What's New?' - 'In the Industry? In processes, chemicals, equipment, - all products and service?' - 'How can these help CPI management to greater profits?'

Research Studies Available: Contact Publisher

(Advertisement)

find suitable substitutes. Coal based synthetic dyes were the result. Engineers then developed the means to apply these laboratory processes on a mass—production scale, and by 1900, synthetic dyes had all but replaced their natural counterparts. In the 1920s, rayon, a polymer made from wood cellulose, become a household word. Other polymers — groups of basic chemical building blocks connected together to make large chains and matrices — began to appear on the market. The most important of these polymers were the plastics, which made their commercial appearance in the '20s and '30s. By the end of World War II, vitamins, penicillin and other miracle drugs were being produced in commercial quantities; synthetic rubber and nylon had made huge inroads into their respective markets; and nuclear energy had been harnessed. The '50s and '60s saw the proliferation of plastics, the widespread use of synthetic fertilizers, and the growth of microelectronics, which required a new precision in the processing of materials.

The CPI turn natural substances into useful intermediate and finished products in imposing quantities. In 1980, sulfuric acid was the most widely produced chemical — over 80 billion pounds were produced. Ammonia was next in line with 38 billion pounds. The lion's share of both of these biggies goes into the fertilizer industry. The next three positions are held by lime, oxygen and nitrogen, each of which boasts an annual production of over 34 billion pounds.

The CPI and the engineering, design and construction firms that serve them face a dynamic challenge over the next few decades. Each year new tools and new processes are introduced to improve the efficiency of existing production and to bring forth new chemical wonders. The production of synthetic fuels is expected to require billions of dollars worth of research, development, design, engineering and construction as well as the labors of tens of thousands of people. Genetic engineering is a frontier technology that will revolutionize production in the CPI as greatly as the discovery of polymerization did. The need for a cheap, reliable source of energy pushes the CPI toward greater use of alternative energy means including solar energy. As raw materials become scarcer, the CPI look for more opportunities to reuse processed materials, and with mankind's realization of the importance of a less polluted environment, the CPI must move toward more environmentally compatible processes

The Chemical Process Industries are a dynamic, flexible group that have brought the age of technology into man's everyday life. Their future is sure to bring even more and greater wonders.

—McGraw-Hill Publishing Company, Publishers of Chemical Engineering and Chemical Week.

Figures are FOLIO estimates
NE = Not Estimated

Computer: oem/micro

Among 1980 trade markets, the Computer OEM/Micro market ranked 24th in total revenue, 21st in advertising revenue, 19th in advertising pages, and 21st in total circulation. This market comprises 1.6% of all measured trade titles, and 1.2% of all measured trade magazine revenue. The combined circulation of all publications in this market was 160 thousand, or 1.1% of all measured trade magazine circulation.

The following percentages show the 1980 Computer OEM/Micro market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Computer OEM/Micro market with growth overall. Total revenue up 33.7% (0.1%), ad rev. up 33.7% (0.1%), ad pages up 18.8% (0.9%), circ. up 4.2% (0.4%), gross unit rev. average up 28.3% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Computer Design	5,524	26.4	56.7
2	Mini-Micro Systems	4,211	44.7	43.3
	Total	9,735		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Computer Design	5,524	26.4	56.7
2	Mini-Micro Systems	4,211	44.7	43.3
	Total	9,735		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Computer Design	1,884	10.9	59.7
2	Mini-Micro Systems	1,271	28.9	40.3
	Total	3,155		

	Average Circulation	Average 1980 Circ.	% Chg Circ.	Mrkt Shr %
1	Mini-Micro Systems	92,649	6.8	57.8
2	Computer Design	67,707	0.8	42.2
	Total	160,356		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Computer Design	81.59	25.3
2	Mini-Micro Systems	45.45	35.5

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Computer Design	81.59	25.3
2	Mini-Micro Systems	45.45	35.5

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv
1	Mini-Micro Systems	44.7	44.7
2	Computer Design	26.4	26.4

Computer Design

Computer Design Publishing Corp. (617) 486-8944
Publisher: Ronald W. Evans **Advertising Director:** Gene Pritchard

Computer Design is primarily concerned with the design and application of computer-based systems, microprocessor-based equipment and other products with function in digital systems. Editorial features emphasize the technical, total-system aspects of those concerns as they are affected by new devices, equipment and sub- systems, and developing engineering techniques and ideas. Special monthly departments include - often with news and/or expert guest commentary - Communications Channel, Digital Technology Review, Digital Control and Automation Systems, Microprocessor/Microcomputer Data Stack, Around the IC Loop, Product Feature, Products, Literature, and Product Information Guide.

Research Studies Available: Contact Publisher

Mini-Micro Systems

Cahners Publishing Co. (617) 536-7780
Publisher: S. Henry Sacks **Director of Marketing:** Richard B. Dalrymple

Mini-Micro Systems is edited for systems integrators - both OEM systems personnel designing mini-micro computer related equipment into their systems and end-users configuring their own mini or micro systems. Coverage includes both systems OEM and end-user technology profiles, product perspectives and applications for minicomputers, microcomputers, microprocessors, memory systems, peripheral equipment, data communications, distributed data processing and other minibased systems. Editorial includes staff- written and contributed articles and comparisons of products and services.

Research Studies Available: The 10th Annual Mini-Micro Computer Market Report, 1981, by Mini-Micro Systems and Dataquest, a division of A.C. Nielsen Company.

Computer: user/industry

Among 1980 trade markets, the Computer User/Industry market ranked 4th in total revenue, 4th in advertising revenue, 8th in advertising pages, and 7th in total circulation. This market comprises 3.9% of all measured trade titles, and 5.0% of all measured trade magazine revenue. The combined circulation of all publications in this market was 551 thousand, or 3.6% of all measured trade magazine circulation.

The following percentages show the 1980 Computer User/Industry market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Computer User/Industry market with growth overall. Total revenue up 8.0% (0.1%), ad rev. up 11.5% (0.1%), ad pages up 0.7% (0.9%), circ. up 10.8% (0.4%), gross unit rev. average down 2.5% (5.8%).

	Total Revenue	($000)	% Chg TotRv
1	Computerworld	21,184	13.9
2	Datamation	9,683	12.0
3	Mini-Micro Systems	4,211	44.7
4	Computer Decisions	3,493	NE
5	Infosystems	3,355	5.3
	Total	41,926	

	Advertising Revenue	($000)	% Chg Ad Rv
1	Computerworld	17,955	11.7
2	Datamation	9,683	12.0
3	Mini-Micro Systems	4,211	44.7
4	Computer Decisions	3,493	NE
5	Infosystems	3,355	5.3
	Total	38,697	

	Subscription Revenue	($000)	% Chg SubRv
1	Computerworld	3,230	28.7
2	Computer Decisions	0	NE
3	Datamation	0	0.0
4	Infosystems	0	0.0
5	Mini-Micro Systems	0	0.0
	Total	3,230	

	Ad Pages		%Chg AdPg
1	Computerworld	4,487	5.9
2	Datamation	1,976	-5.3
3	Mini-Micro Systems	1,271	28.9
4	Computer Decisions	901	NE
5	Infosystems	823	-10.2
	Total	9,458	

	Average Circulation		% Chg. Circ.
1	Datamation	130,105	18.3
2	Infosystems	110,335	6.3
3	Computer Decisions	110,226	NE
4	Computerworld	107,733	7.3
5	Mini-Micro Systems	92,649	6.8
	Total	551,048	

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	Computerworld	196.64	6.2
2	Datamation	74.42	-5.3
3	Mini-Micro Systems	45.45	35.5
4	Computer Decisions	31.69	NE
5	Infosystems	30.41	-0.9

Computer Decisions

Hayden Publishing Co. (201) 843-0550
Publisher: Don Huber **Advertising Director:** Nick Bubany

Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of the organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems and management careers written by experts. Other editorial includes news, and new developments in software. Feature articles report on new ideas, management techniques, applications, on expanding into profitable/government and educational organizations.

Research Studies Available: Follow-up Study: Data products/ 180 CPS Mutrix Printers; Follow-up Study: Braegen on Minicomputer Periphals; Power Line Disturbance Analyzers; DBMS Study, by Judd Bartling

Computerworld

CW Communications Inc. (617) 879-0700
Publisher: Patrick McGovern **Advertising Director:** Roy Einreinhofer

Computerworld includes news about the use of computers in EDP/MIS and Office Automation systems at various organizations; it covers the development of new products and services in the computer field, and also includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (17%), Systems and Peripherals (15%), Mini- computers and Microcomputers (13%), Editorial, Commentary and Opinion (12%), Professional Development (5%). Other Special Features include monthly Supplements and weekly in- depth reports on important current topics, columnists, viewpoint articles, editorials and commentary.

Research Studies Available: The Market for Electronic Data Processing in the U.S., May 1981; The Minicomputer Market, March 1980; Small Business Computer Systems, December 1979; Desktop Computer Market, May 1980; Distributed Data Processing, November 1980; Data Entry/Terminal Market, October 1980; Independent Packaged Software, October 1980; U.S. Computer Census of All types of Computers, August 1980. (All of the above reports produced by the CWCI Market Research Dept).

Datamation

Technical Publishing Co. (212) 489-2580
Publisher: James M.Morris **Advertising Director:** John M. Gleason

Datamation offers a blend of technical, semi-technical and general articles and news stories covering the full spectrum of industry topics. Types of articles include tutorials, surveys and 'how to's' as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to

Figures are FOLIO estimates
NE = Not Estimated

Computer: user/industry (continued)

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Computerworld	166.66	4.1
2	Datamation	74.42	-5.3
3	Mini-Micro Systems	45.45	35.5
4	Computer Decisions	31.69	NE
5	Infosystems	30.41	-0.9

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	Computerworld	29.98	19.9
2	Computer Decisions	0.00	NE
3	Datamation	0.00	0.0
4	Infosystems	0.00	0.0
5	Mini-Micro Systems	0.00	0.0

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Mini-Micro Systems	44.7	44.7	0.0
2	Computerworld	13.9	11.7	28.7
3	Datamation	12.0	12.0	0.0
4	Infosystems	5.3	5.3	0.0
5	Computer Decisions	NE	NE	NE

each major segment of the audience. Special issues provide coverage of DP conferences.

Research Studies Available: Grumman-Cowan Mini-Micro Survey; Grumman/Cowan Mainframe Survey.

Infosystems

Hitchcock Publishing Co. (312) 665-1000
Publisher: Arnold E. Keller **Advertising Director:** Arlene Bartolini

Infosystems relates to the end-use purchase, lease or rental of computers and other hardware, software, products, supplies and services involved in the many aspects of managing information/EDP and data communication systems. Feature articles report on new ideas, products, management philosophy, personnel, methods, applications, results, efficiencies and profitability in the systems approach to gathering, processing, storage, retrieval, communications and use of information in business, government, and educational organizations.

Mini-Micro Systems

Cahners Publishing Co. (617) 536-7780
Publisher: S. Henry Sacks **Director of Marketing:** Richard B. Dalrymple

Mini-Micro Systems is edited for systems integrators - both OEM systems personnel designing mini-micro computer related equipment into their systems and end-users configuring their own mini or micro systems. Coverage includes both systems OEM and end-user technology profiles, product perspectives and applications for minicomputers, microcomputers, microprocessors, memory systems, peripheral equipment, data communications, distributed data processing and other minibased systems. Editorial includes staff- written and contributed articles and comparisons of products and services.

Research Studies Available: The 10th Annual Mini-Micro Computer Market Report, 1981, by Mini-Micro Systems and Dataquest, a division of the A.C. Nielsen Company.

Automotive (continued)

Motor

Hearst Corporation (212) 262-8667
Publisher: Philip D. Shalala

Motor contains articles on automotive repair, service, and preventive maintenance techniques for cars and trucks. It includes information on the products and equipment required to perform these functions.

Editorial also covers how to sell and merchandise profitably, how to improve business management skills in repair and service shops, news and interpretation of industry trends, new products, and dealer edition each month reporting warehouse distributor and jobber merchandising and marketing activities.

Research Studies Available: Contact Publisher

Construction & engineering (large-scale)

Among 1980 trade markets, the Constuction & Engineering market ranked 14th in total revenue, 13th in advertising revenue, 12th in advertising pages, and 14th in total circulation. This market comprises 2.4% of all measured trade titles, and 2.7% of all measured trade magazine revenue. The combined circulation of all publications in this market was 251 thousand, or 1.7% of all measured trade magazine circulation.

The following percentages show the 1980 Construction & Engineering market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Construction & Engineering market with growth overall. Total revenue up 4.1% (0.1%), ad rev. up 3.5% (0.1%), ad pages up 4.6% (0.9%), circ. up 1.5% (0.4%), gross unit rev. average up 2.6% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Engnrg. News Record	15,534	14.6	69.5
2	Construction Equip.	3,500	-22.1	15.7
3	Highway & Hvy Constr.	3,329	-2.9	14.9
	Total	22,363		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Engnrg. News Record	12,849	15.8	65.3
2	Construction Equip.	3,500	-22.1	17.8
3	Highway & Hvy Constr.	3,329	-2.9	16.9
	Total	19,678		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Engnrg. News Record	2,685	9.1	100.0
2	Construction Equip.	0	0.0	0.0
3	Highway & Hvy Constr.	0	0.0	0.0
	Total	2,685		

	Ad Pages	Ad Pages	%Chg AdPg	Mrkt Shr %
1	Engnrg. News Record	3,690	1.7	62.6
2	Construction Equip.	1,132	-15.7	19.2
3	Highway & Hvy Constr.	1,077	-11.0	18.3
	Total	5,899		

	Average Circulation	1980 Circ. Average	Circ. % Chg	Mrkt Shr %
1	Engnrg. News Record	103,294	0.6	41.1
2	Construction Equip.	76,995	3.9	30.6
3	Highway & Hvy Constr.	70,925	0.4	28.2
	Total	251,214		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Engnrg. News Record	150.38	13.9
2	Highway & Hvy Constr.	46.94	-3.3
3	Construction Equip.	45.46	-25.0

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Engnrg. News Record	124.39	15.1
2	Highway & Hvy Constr.	46.94	-3.3
3	Construction Equip.	45.46	-25.0

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Engnrg. News Record	25.99	8.5
2	Construction Equip.	0.00	0.0
3	Highway & Hvy Constr.	0.00	0.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Engnrg. News Record	14.6	15.8	9.1
2	Highway & Hvy Constr.	-2.9	-2.9	0.0
3	Construction Equip.	-22.1	-22.1	0.0

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Alaska Construction & Oil, California Builder & Engineer, Civil Engineering, Concrete Construction, Concrete Products, Construction, Construction Bulletin, Construction Contracting, Construction Digest, Constructioneer, Construction Equipment Distribution, Construction News, The Construction Specifyer, Consulting Engineer, Dixie Contractor, Equipment Guide News, Excavating Contractor, Heavy Duty Equipment Management/ Maintenance, Intermountain Contractor, Michigan Contractor & Builder, Mid West Contractor, Modern Concrete, My Little Salesman Heavy Equipment Catalog, New England Construction, Pacific Builder & Engineer, Pipeline & Underground Utilities Construction, Professional Engineer, Rocky Mountain Construction, Specifying Engineer, Texas Contractor, Western Builder, Western Construction*; and 73 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

(Continued on page 319)

Education

Among 1980 trade markets, the Education market ranked 15th in total revenue, 22nd in advertising revenue, 18th in advertising pages, and 1st in total circulation. This market comprises 3.1% of all measured trade titles, and 2.2% of all measured trade magazine revenue. The combined circulation of all publications in this market was 2.2 million, or 14.6% of all measured trade magazine circulation.

The following percentages show the 1980 Education market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Education market with growth overall. Total revenue up 10.4% (0.1%), ad rev. up 14.0% (0.1%), ad pages up 2.7% (0.9%), circ. down 0.8% (0.4%), gross unit rev. average up 10.8% (5.8%).

	Total Revenue	($000)	% Chg TotRv
1	Instructor	5,533	6.5
2	The Chr. of Higher Ed.	4,951	13.0
3	Learning	4,346	19.9
4	Today's Education	3,593	3.5
	Total	18,423	

	Advertising Revenue	($000)	% Chg Ad Rv
1	The Chr. of Higher Ed.	3,235	21.0
2	Instructor	2,743	10.7
3	Learning	2,100	34.9
4	Today's Education	1,392	-13.0
	Total	9,470	

	Subscription Revenue	($000)	% Chg SubRv
1	Instructor	2,790	2.6
2	Learning	2,246	8.6
3	Today's Education	2,201	17.6
4	The Chr. of Higher Ed.	1,717	0.6
	Total	8,954	

	Ad Pages		%Chg AdPg
1	The Chr. of Higher Ed.	1,741	13.1
2	Instructor	813	-7.7
3	Learning	525	1.3
4	Today's Education	221	-15.0
	Total	3,300	

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	The Chr. of Higher Ed.	46.63	19.6
2	Instructor	10.69	11.5
3	Learning	9.45	31.5
4	Today's Education	0.84	-11.8

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	The Chr. of Higher Ed.	71.38	11.8
2	Instructor	21.57	7.2
3	Learning	19.55	16.9
4	Today's Education	2.16	4.9

(continued...)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Early Years, Arts & Activities, Curriculum Product News, Industrial Education*; and 75 non-audited magazines that accept advertising.

Note: In the Education Market, The Chronicle of Higher Education deals only with the college and university segment, whereas the three other publications in the market deal with primary and secondary education. Analyses based on market share percentages should take this distinction into account

The Chronicle of Higher Education

The Chronicle of Higher Education (202) 828-3540
Publisher: John A. Crowl Advertising Director: Robin Ross

The Chronicle of Higher Education covers news and trends in higher education. In addition to news and trend articles, regular features include campus news, Washington news, summaries of new bills in Congress affecting colleges and universities; details of new foundation grants; legislative surveys; calendar of meetings, seminars, and workshops; reprints of major texts; special statistical reports and surveys; special columns; classified employment advertising.

Research Studies Available: Contact Publisher

Instructor

Instructor Publications, Inc. (212)888-2746
Publisher: Leanna Landsman Advertising Director: Marilyn Schutz

Instructor is edited for teachers, curriculum coordinators, principals and supervisors of primary grades through junior high school. Content: Teacher service articles about classroom-tested programs and teaching aids, teaching techniques, trends in education, poems, plays, audiovisual uses, science experiments, social studies, health, physical education and art. Editorial departments include teacher travel; disipline; basic curriculum area-features; new product reviews; electronic teaching aid evaluations; review of films and filmstrips; review of early childhood education material. Special issues: Children's Trade and Literary Books, Early Childhood Education, Paperback Book Bonanza, Computers and Reading.

Research Studies Available: The Harvey Publication Market Coverage Study, February 1981, by Harvey Research Organization.

Learning

Pitman Learning, Inc. (415)321-1770
Publisher: M. Malkofsky Advertising Director: Cathy Souza

Learning is edited for elementary and junior high school educators and administrators. Concerned with curriculum and child development, Learning focuses on innovative and tested teaching strategies (ranging from specific subject areas to classroom management), roundups and assessments of educational policies and trends, social/political issues related to the teaching profession, and reviews of a wide variety of books and teaching materials. Also included are articles by or interviews with those in the field of education and behavior.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Education (continued)

	Average Circulation		% Chg Circ.
1	Today's Education	1,663,098	-1.4
2	Instructor	256,505	-0.7
3	Learning	222,335	2.6
4	The Chr. of Higher Ed.	69,361	1.1
	Total	2,211,299	

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	The Chr. of Higher Ed.	24.75	-0.6
2	Instructor	10.88	3.3
3	Learning	10.10	5.9
4	Today's Education	1.32	19.2

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Learning	19.9	34.9	8.6
2	The Chr. of Higher Ed.	13.0	21.0	0.6
3	Instructor	6.5	10.7	2.6
4	Today's Education	3.5	-13.0	17.6

Today's Education

National Education Assn. of U.S. (202) 833-4110
Advertising Director: Robert F. O'Connor

Today's Education is published in five editions: General, Elementary, Social Studies, Mathematics/Science, and Vocational Education/Career Education. It contains articles describing successful school practices and articles descussing major issues in education. Continuing departments include brief items about educational trends, listings of free or inexpensive teaching materials, reviews of books on education and classroom teaching techniques.

Research Studies Available: Contact Publisher

Aerospace & aviation (continued)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Air Force Magazine, Airline Executive, Airline Pilot, Airport Services Management, Air Transport World, Aviation Convention News, Aviation Mechanics Journal, Professional Pilot, Rotor & Wing International*; and 14 non- audited magazines that accept advertising.
Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

The AOPA Pilot

Aircraft Owners & Pilots Assn. (301) 654-0500
Publisher: John L. Baker **Advertising Director:** John Gorsuch

The AOPA Pilot is edited for the General Aviation pilots and plane owners who are members of the Aircraft Owners and Pilots Association. Reports on new developments in general aviation -the industry -aircraft - equipment - FAA rules, regulations - actions of other government agencies affecting private and business pilots. Special acticles, features for beginners and experienced alike are designed to promote safer, more enjoyable flying through increased knowledge and pilot proficiency. Regular features include: What's New?, Safety Corner, Spot Check; Notes from the Washington Council, Never Again, On the Airways, Vcx Pilot, and Legally Speaking, Answers for Pilots.

Research Studies Available: Contact Publisher

Aviation Week & Space Technology

McGraw-Hill Publications (212) 997-1221
Publisher: James R. Pierce **Advertising Director:** F.A. Dube

Aviation Week & Space Technology serves aerospace market sectors including military, government, commercial air transportation and corporate aviation. Industry coverage includes: military, commercial and corporate aircraft; rockets; missiles; space vehicles; powerplants; avionics; and related components and equipment.

Research Studies Available: Contact Publisher

Business & Commercial Aviation

Ziff-Davis Publishing Company (914) 948-1912
Publisher: David W. Ewald **Advertising Director:** Robert W. Fyan, Jr.

Business & Commercial Aviation is edited for those responsible for management, operation and maintenance of business type aircraft (including commuters). Intelligence pages summarize news while articles describe management techniques, new aircraft and accessory equipment, safety proceedures and maintenance methods.

Research Studies Available: Contact Publisher

Flying

Ziff Davis Publishing Company (212) 725-3828
Publisher: Jay Durfee

Flying Magazine is edited for pilots and plane owners active in the field of general aviation. News semi- technical and feature articles evaluaton reports on single-engine, multi-engine, rotary-wing aircrafts and sailplanes: pilot proficiency, navigation, weather safety, FAA regulations, new equipment and travel. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news flying safety, piloting businesss airplanes and aviation book and film reviews.

Research Studies Available: Contact Publisher

Electronics (news, design, engineering)

Among 1980 trade markets, the Electronics (News, Design) market ranked 1st in total revenue, 1st in advertising revenue, 1st in advertising pages, and 4th in total circulation. This market comprises 7.1% of all measured trade titles, and 9.6% of all measured trade magazine revenue. The combined circulation of all publications in this market was 894 thousand, or 5.9% of all measured trade magazine circulation.

The following percentages show the 1980 Electronics (News, Design) market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Electronics (News, Design) market with growth overall. Total revenue up 29.3% (0.1%), ad rev. up 29.3% (0.1%), ad pages up 16.9% (0.9%), circ. up 7.9% (0.4%), gross unit rev. average up 19.8% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Electronic News	17,218	30.9	21.2
2	Electronics	15,534	31.2	19.1
3	Electronic Design	14,407	39.3	17.7
4	EDN	9,626	33.3	11.8
5	Electronic Eng. Times	6,481	17.8	8.0
6	Computer Design	5,524	26.4	6.8
7	Electronic Buyers News	4,812	0.0	5.9
8	Electronic Products	3,971	2.5	4.9
9	IEEE Spectrum	3,714	7.6	4.6
	Total	81,287		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Electronic News	15,897	33.0	20.6
2	Electronic Design	14,407	39.3	18.7
3	Electronics	13,805	34.9	17.9
4	EDN	9,626	33.3	12.5
5	Electronic Eng. Times	6,481	17.8	8.4
6	Computer Design	5,524	26.4	7.2
7	Electronic Buyers News	4,812	0.0	6.2
8	Electronic Products	3,971	2.5	5.1
9	IEEE Spectrum	2,633	6.8	3.4
	Total	77,156		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Electronics	1,729	7.7	41.9
2	Electronic News	1,321	9.4	32.0
3	IEEE Spectrum	1,081	9.6	26.2
4	Computer Design	0	0.0	0.0
5	EDN		0	0.0
6	Electronic Buyers News	0	0.0	0.0
7	Electronic Design	0	0.0	0.0
8	Electronic Eng. Times	0	0.0	0.0
9	Electronic Products	0	0.0	0.0
	Total	4,131		

	Ad Pages		% Chg AdPg	Mrkt Shr %
1	Electronic News	6,538	23.3	23.1
2	Electronic Design	5,262	47.5	18.6
3	Electronics	4,530	4.7	16.0
4	EDN	3,643	13.6	12.9
5	Electronic Buyers News	2,308	0.0	8.1
6	Electronic Eng. Times	2,035	4.6	7.2
7	Computer Design	1,884	10.9	6.7
8	Electronic Products	1,268	-6.7	4.5
9	IEEE Spectrum	855	0.6	3.0
	Total	28,323		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	IEEE Spectrum	214,790	16.1	24.0
2	EDN	109,138	15.3	12.2
3	Electronic Design	103,782	8.3	11.6
4	Electronic Eng. Times	100,395	7.7	11.2
5	Electronics	96,040	1.7	10.7
6	Electronic Products	92,070	0.0	10.3
7	Electronic News	69,501	-2.1	7.8
8	Computer Design	67,707	0.8	7.6
9	Electronic Buyers News	40,737	0.0	4.6
	Total	894,160		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Electronic News	247.73	33.7
2	Electronics	161.74	28.9
3	Electronic Design	138.82	28.7
4	Electronic Buyers News	118.12	0.0
5	EDN	88.20	15.6
6	Computer Design	81.59	25.3
7	Electronic Eng. Times	64.56	9.5
8	Electronic Products	43.13	2.5
9	IEEE Spectrum	17.29	-7.3

(continued...)

Computer Design

Computer Design Publishing Corp. (617) 486-8944
Publisher: Ronald W. Evans **Advertising Director:** Gene Pritchard

Computer Design is primarily concerned with the design and application of computer-based systems, microprocessor-based equipment and other products with function in digital systems. Editorial features emphasize the technical, total-system aspects of those concerns as they are affected by new devices, equipment and sub- systems, and developing engineering techniques and ideas. Special monthly departments include - often with news and/or expert guest commentary - Communications Channel, Digital Technology Review, Digital Control and Automation Systems, Microprocessor/Microcomputer Data Stack, Around the IC Loop, Product Feature, Products, Literature, and Product Information Guide.
Research Studies Available: Contact Publisher

EDN

Cahners Publishing Co. (617) 536-7780
Publisher: H.Victor Drumm **Advertising Director:** Evelyn Erwin

Electronics (news, design, engineering) (continued)

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg Ad/Unit
1	Electronic News	226.73	35.9
2	Electronics	143.74	32.6
3	Electronic Design	138.82	28.7
4	Electronic Buyers News	118.12	0.0
5	EDN	88.20	15.6
6	Computer Design	81.59	25.3
7	Electronic Eng. Times	64.56	9.5
8	Electronic Products	43.13	2.5
9	IEEE Spectrum	12.26	-8.0

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg Circ/Unit
1	Electronic News	19.00	11.8
2	Electronics	18.00	5.9
3	IEEE Spectrum	5.03	-5.6
4	Computer Design	0.00	0.0
5	EDN	0.00	0.0
6	Electronic Buyers News	0.00	0.0
7	Electronic Design	0.00	0.0
8	Electronic Eng. Times	0.00	0.0
9	Electronic Products	0.00	0.0

Growth (1980 vs. 1979)		% Chg Ttl Rv	% Chg Ad Rv	% Chg Sub Rv
1	Electronic Design	39.3	39.3	0.0
2	EDN	33.3	33.3	0.0
3	Electronics	31.2	34.9	7.7
4	Electronic News	30.9	33.0	9.4
5	Computer Design	26.4	26.4	0.0
6	Electronic Eng. Times	17.8	17.8	0.0
7	IEEE Spectrum	7.6	6.8	9.6
8	Electronic Products	2.5	2.5	0.0
9	Electronic Buyers News	0.0	0.0	0.0

EDN is edited for specifying designers of electronic products, equipment and systems. EDN presents news, methods, ideas and products only as they relate to the present and future job responsibilities of designers and design managers in electronics. Feature editorial keeps the designer's working knowledge current in various phases of the design cycle - design, test and packaging.

Research Studies Available: Contact Publisher

Electronic Buyers' News

CMP Publications,Inc. (516) 829-5880
Publisher: Dick Singer **Advertising Director:** Dave Allen (East), Andy Rosen (West).

Research Studies Available: Salary Survey, October 1980; Transportation Study, November 1980; Semiconductor Study, March 1980; U.S. Instrument Rentals - Electronic Test Equipment Rental, December 1980.

Electronic Design

Hayden Publishing Company (201) 845-0550
Publisher: Laurence Altman

Electronic Design editorially serves the electronics industry - the engineers and engineering management reponsible for the design and specification of equipment and devices, electronic components, equipment systems and related products and accessories. Under three categories: News, Technology and Products - Electronic Design publishes technical trends and practical tips on design and tells what products are helpful. The editorial content scans develpments in circuitry, microelectronics, test equipment, microwaves, communications, computers, mini-micro computers, software, measurements and instrumentation. A new product section lists manufacturers offerings, with outstanding characteristics of the products, their prices and availability. Also included are special reports, industry surveys, and technical articles on new development and 'how-to' application articles.

Research Studies Available: Contact Publisher

Electronic Engineering Times

CMP Publications Inc. (516) 829-5880
Publisher: Frank Burge

Electronic Engineering Times is edited for design engineers and engineering management in the electronic and computer industries. Editorial coverage includes - technical news and trends of the industry

Electronic News

Fairchild Publications, Inc. (212) 741-4000
Advertising Director: Zachary J. Dicker

Electronic News is edited for professionals in the electronics and computer industries. Its news columns report on the technical and business events of the preceeding week in electronics and computer markets - government, industrial, commercial, military, aerospace, consumer, etc. Editorial content covers electronic components, computers, and peripheral equipment, instru- mentation, communications, materials and production, electronic distribution, and financial information. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Research Studies Available: Contact Publisher

Electronic Products

United Technical Publications (516) 222-2500
Publisher: Frank T. Egan

Electronic Products reports on newly available electronic products, systems and sub-assemblies. Editorial content includes product descriptions, selection criteria and application data. Editorial features include: product roundups, special reports, product forums, the monthly IC Update and product highlights.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Food service & restaurants

Among 1980 trade markets, the Foodservice & Restaurants market ranked 9th in total revenue, 8th in advertising revenue, 10th in advertising pages, and 12th in total circulation. This market comprises 3.1% of all measured trade titles, and 3.6% of all measured trade magazine revenue. The combined circulation of all publications in this market was 321 thousand, or 2.1% of all measured trade magazine circulation.

The following percentages show the 1980 Foodservice & Restaurants market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Foodservice & Restaurants market with growth overall. Total revenue up 2.5% (0.1%), ad rev. up 9.7% (0.1%), ad pages down 3.0% (0.9%), circ. up 12.7% (0.4%), gross unit rev. average down 2.5% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Restaurants & Institns.	12,172	11.7	39.9
2	Nation's Rest. News	7,341	4.8	24.0
3	Restaurant Business	7,503	10.4	24.6
4	Restaurant Hospitality	3,527	14.1	11.5
	Total	30,543		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Restaurants & Institns.	12,172	11.7	40.8
2	Restaurant Business	7,503	10.4	25.2
3	Nation's Rest. News	6,621	3.5	22.2
4	Restaurant Hospitality	3,527	14.1	11.8
	Total	29,823		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Nation's Rest. News	720	31.2	100.0
2	Restaurant Business	0	0.0	0.0
3	Restaurant Hospitality	0	0.0	0.0
4	Restaurants & Institns.	0	0.0	0.0
	Total	720		

	Ad Pages		% Chg AdPg	Mrkt Shr %
1	Restaurants & Institns.	2,280	-2.6	33.6
2	Restaurant Business	2,004	-2.0	29.0
3	Nation's Rest. News	1,504	5.3	22.2
4	Restaurant Hospitality	992	-11.8	14.6
	Total	6,780		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Restaurants & Institns.	105,599	0.2	32.9
2	Restaurant Hospitality	76,704	0.1	23.9
3	Restaurant Business	73,176	4.6	22.8
4	Nation's Rest. News	65,332	4.2	20.4
	Total	320,811		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Restaurants & Institns.	115.27	11.4
2	Nation's Rest. News	112.36	0.6
3	Restaurant Business	102.53	5.5
4	Restaurant Hospitality	45.98	14.0

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Restaurants & Institns.	115.27	11.4
2	Restaurant Business	102.53	5.5
3	Nation's Rest. News	101.34	-0.7
4	Restaurant Hospitality	45.98	14.0

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Nation's Rest. News	11.02	14.2
2	Restaurant Business	0.00	0.0
3	Restaurant Hospitality	0.00	0.0
4	Restaurants & Institns.	0.00	0.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Restaurant Hospitality	14.1	14.1	0.0
2	Restaurants & Institns.	11.7	11.7	0.0
3	Restaurant Business	10.4	10.4	0.0
4	Nation's Rest. News	4.8	3.5	31.2

(Continued on page 320)

Grocery

Among 1980 trade markets, the Grocery market ranked 19th in total revenue, 15th in advertising revenue, 21st in advertising pages, and 15th in total circulation. This market comprises 2.4% of all measured trade titles, and 2.0% of all measured trade magazine revenue. The combined circulation of all publications in this market was 246 thousand, or 1.6% of all measured trade magazine circulation.

The following percentages show the 1980 Grocery market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Grocery market with growth overall. Total revenue up 8.9% (0.1%), ad rev. up 15.0% (0.1%), ad pages down 6.1% (0.9%), circ. up 0.4% (0.4%), gross unit rev. average up 8.6% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Progressive Grocer	6,028	7.2	36.3
2	Supermarket News	6,568	0.0	39.6
3	Chain Store Age (Spmkt)	3,993	-1.1	24.1
	Total	16,589		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Supermarket News	6,136	0.0	38.1
2	Progressive Grocer	6,028	7.2	37.4
3	Chain Store Age (Spmkt)	3,954	-1.1	24.5
	Total	16,118		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Supermarket News	432	1.2	91.7
2	Chain Store Age (Spmkt)	39	7.3	8.3
3	Progressive Grocer	0	0.0	0.0
	Total	471		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Supermarket News	1,300	-6.8	43.3
2	Progressive Grocer	1,042	4.1	34.7
3	Chain Store Age (Spmkt)	662	-11.7	22.0
	Total	3,004		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Chain Store Age (Spmkt)	102,770	-0.9	41.8
2	Progressive Grocer	84,493	1.7	34.4
3	Supermarket News	58,331	0.7	23.8
	Total	245,594		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Supermarket News	112.60	-0.6
2	Progressive Grocer	71.34	5.5
3	Chain Store Age (Spmkt)	38.85	-0.2

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Supermarket News	105.19	-0.7
2	Progressive Grocer	71.34	5.5
3	Chain Store Age (Spmkt)	38.48	-0.3

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv
1	Progressive Grocer	7.2	7.2
2	Supermarket News	0.0	0.0
3	Chain Store Age (Spmkt)	-1.1	-1.1

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Convenience Store Merchandiser, Convenience Store News Executive Edition, Convenience Stores Magazine, Non-Foods Merchandiser, Supermarket Business*; and 55 non-audited magazines that accept advertising.

Chain Store Age Supermarkets

Lebhar-Friedman, Inc. (212) 371-9400
Publisher: Arnold D. Friedman

Chain Store Age Supermarkets editorially serves chain, co-operative, voluntary and wholesaler headquarter executives and stores. The reporting technique is employed alerting retailers to buying and sales trends and the many changes in the industry. The interpretation of events and happenings are presented in a consumer news magazine style.

Research Studies Available: Contact Publisher

Progressive Grocer

Progressive Grocer (212) 490-1000
Publisher: Edgar B. Walzer

Progressive Grocer is edited for executives in the retail grocery industry. Progressive Grocer contains in-depth studies on major areas of current and long-term importance to business. Coverage includes consumer attitude and behavioral research. Regular features include Store of the Month and seasonal merchandising reports.

Research Studies Available: Contact Publisher

Supermarket News

Fairchild Publications (212) 741-4343
Publisher: E. Obermeyer **Advertising Director:** E. Obermeyer

Supermarket News reports news that affects the supermarket industry. It is edited for chain, voluntary and cooperative supermarke executives and high volume supermarket managers and owners. Weekly sections include: promotion news, general merchandise/health and beauty aids, perishables, frozen foods and operations.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Healthcare

Among 1980 trade markets, the Healthcare market ranked 25th in total revenue, 25th in advertising revenue, 20th in advertising pages, and 19th in total circulation. This market comprises 1.6% of all measured trade titles, and 0.8% of all measured trade magazine revenue. The combined circulation of all publications in this market was 165 thousand, or 1.1% of all measured trade magazine circulation.

Since this is the first time that the Healthcare market appears in the Folio 400 study, it is impossible to draw any year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

Total Revenue		($000)	% Chg	Mrkt Shr %
1	Hospitals	3,779	1.1	53.6
2	Health Care Prod. Nws	3,267	NE	46.4
	Total	7,046		

Advertising Revenue		($000)	% Chg Ad Rv	Mrkt Shr %
1	Hospitals	3,594	-0.1	52.4
2	Health Care Prod. Nws	3,267	NE	47.6
	Total	6,861		

Ad Pages			%Chg AdPg	Mrkt Shr %
1	Hospitals	1,833	-15.2	60.9
2	Health Care Prod. Nws	1,175	NE	39.1
	Total	3,008		

Average Circulation			% Chg Circ.	Mrkt Shr %
1	Hospitals	84,813	6.1	51.3
2	Health Care Prod. Nws	80,474	NE	48.7
	Total	165,287		

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Hospitals	44.56	-4.7
2	Health Care Prod. Nws	40.59	NE

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Hospitals	42.38	-5.8
2	Health Care Prod. Nws	40.59	NE

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Hospitals	1.1	-0.1	31.5
2	Health Care Prod. Nws	NE	NE	NE

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Modern Healthcare.*

Healthcare Product News

Gralla Publications (212) 869-1300
Publisher: John Harrison Advertising Director: John Harrison

Healthcare Product News is edited to present descriptions of products, services and equipment available for hospitals, nursing homes, homes for the aged and federal/military institutions. HCPN features news on products and services to build, equip., operate and maintain these health care facilities. Sections include 'Products Performing,' 'Book News,' 'Buyers Bulletins,' 'Product Briefs' and 'Film News'.

Research Studies Available: Contact Publisher

Hospitals

American Hospital Publishing Assn. (312) 951-1100

Advertising Director: Richard M. Dudley

Hospitals contains news articles and regular features which provide professional information for operating executives of health care institutions. Editorial content includes: administration (25%); professional practice (14%); planning and construction (4%); food (3%); purchasing (4%); news (11%); and other (36%). Special features include: Equipment & Supply Review, Hospital Indicators, Washington Report.

Research Studies Available: **American Hospital Assn. Annual Data Tape; American Hospital Assn. Panel Survey; American Hospital Assn. Selected Hospital Topics; Hospital Administrative Services 6 Month National Comparison; Construction Report on Hospitals; (All Reports listed above conducted by the American Hospital Association).**

Figures are FOLIO estimates
NE = Not Estimated

Housing & light construction

Among 1980 trade markets, the Housing & Light Constuction market ranked 23rd in total revenue, 23rd in advertising revenue, 25th in advertising pages, and 17th in total circulation. This market comprises 1.6% of all measured trade titles, and 1.3% of all measured trade magazine revenue. The combined circulation of all publications in this market was 242 thousand, or 1.6% of all measured trade magazine circulation.

The following percentages show the 1980 Housing & Light Construction market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Housing & Light Construction market with growth overall. Total revenue down 3.1% (0.1%), ad rev. up 17.0% (0.1%), ad pages down 0.4% (0.9%), circ. up 10.9% (0.4%), gross unit rev. average down 12.7% (5.8%).

Total Revenue		(000)	% Chg TotRv	Mrkt Shr %
1	Professional Builder	7,069	-14.4	65.1
2	Builder (NAHB)	3,782	28.5	34.9
	Total	10,851		

Advertising Revenue		(000)	% Chg	Mrkt Shr %
1	Professional Builder	6,845	-14.8	72.9
2	Builder (NAHB)	2,551	51.4	27.1
	Total	9,396		

Subscription Revenue		(000)	% Chg SubRv	Mrkt Shr %
1	Builder (NAHB)	1,231	-2.1	84.6
2	Professional Builder	224	-1.7	15.4
	Total	1,455		

Ad Pages			%Chg AdPg	Mrkt Shr %
1	Professional Builder	1,516	-19.3	69.0
2	Builder (NAHB)	682	-1.3	31.0
	Total	2,198		

Average Circulation			% Chg Circ.	Mrkt Shr %
1	Builder (NAHB)	135,613	23.1	55.9
2	Professional Builder	106,990	-1.5	44.1
	Total	242,603		

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Professional Builder	66.07	-13.1
2	Builder (NAHB)	27.89	4.4

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Professional Builder	63.98	-13.5
2	Builder (NAHB)	18.81	23.0

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	Builder (NAHB)	9.08	-20.5
2	Professional Builder	2.09	-0.3

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Builder (NAHB)	28.5	51.4	-2.1
2	Professional Builder	-14.4	-14.8	-1.7

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *American Building Supplies, Automation in Housing Systems Building News, Building Design & Construction, Building Supply News, Construction Specifier, Farm Building News, Home Center Magazine, Home Improvement Contractor, Kitchen Business, Housing, Manufactured Housing Dealer, MH/RV Builders News, Mobile Manufactured Home Merchandiser, Multi-Housing News, National Home Center News, Professional Remodeling, Qualified Remodeler, Shelter,* and 28 non-audited magazines that accept advertising.

Builder

National Assn. of Home Builders (202) 452-0280
Publisher: Michael Wood Advertising Director: Michael J. Hanley

Builder presents news and features about the housing and light construction industry with state of the industry reports about legislative, governmental and economic developments, features on construction know-how, business and management, marketing design and new products.

Research Studies Available: Building Product Usage in the Housing Industry, May 1980; Usage of Power Tools & Construction Equipment by Builders, December 1979; Professional Remodeling Market, January 1980; The Role of the Subcontractor in Home Building, December 1979; Wholesale & Retail Distibutors of Building Products, December 1979.(All reports listed above conducted by Builder Magazine).

Professional Builder & Apartment Business

Cahners Publishing Company (312) 372-6880
Publisher: Marsh P. Trimble Advertising Director: Peter T. Orsi

Professional Builder is edited for the housing and light construction industry. Articles deal with design; marketing; technology; land use and development; economics and financial factors affecting the building industry. Special editorial features include: Builder of the Year; Housing Giants; Consumer Housing Opinion Poll; and Annual Product Preview.

(Continued on page 320)

Marketing

Among 1980 trade markets, the Marketing market ranked 12th in total revenue, 12th in advertising revenue, 11th in advertising pages, and 20th in total circulation. This market comprises 2.4% of all measured trade titles, and 3.4% of all measured trade magazine revenue. The combined circulation of all publications in this market was 162 thousand, or 1.1% of all measured trade magazine circulation.

Since this is the first time that the Marketing market appears in the Folio 400 study, it is impossible to draw any year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

Total Revenue

		($000)	% Chg TotRv
1	Advertising Age	17,547	14.8
2	Adweek	6,691	NE
3	Sales & Mktg Mngmt	4,244	14.9
	Total	28,482	

Advertising Revenue

		($000)	% Chg Ad Rv
1	Advertising Age	14,502	11.0
2	Adweek	6,525	NE
3	Sales & Mktg Mngmt	2,866	19.3
	Total	23,893	

Subscription Revenue

		($000)	% Chg SubRv
1	Advertising Age	3,045	36.6
2	Sales & Mktg Mngmt	1,378	6.8
3	Adweek	166	NE
	Total	4,589	

Ad Pages

			% Chg AdPg
1	Advertising Age	3,761	-0.7
2	Adweek	1,541	NE
3	Sales & Mktg Mngmt	968	16.3
	Total	6,270	

Average Circulation

			% Chg Circ.
1	Advertising Age	77,707	2.2
2	Sales & Mktg Mngmt	46,225	0.4
3	Adweek	37,690	NE
	Total	161,622	

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

			% Chg GrUnRv
1	Advertising Age	225.81	12.3
2	Adweek	177.53	NE
3	Sales & Mktg Mngmt	91.81	14.5

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg AdUnRv
1	Advertising Age	186.63	8.7
2	Adweek	173.12	NE
3	Sales & Mktg Mngmt	62.00	18.9

Circulation Unit Revenue
(Circ. rev. ÷ avg. circ.)

			% Chg CrUnRv
1	Advertising Age	39.19	33.7
2	Sales & Mktg Mngmt	29.81	6.4
3	Adweek	4.41	NE

Growth
(1980 vs. 1979)

		% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Sales & Mktg Mngmt	14.9	19.3	6.8
2	Advertising Age	14.8	11.0	36.6
3	Adweek	NE	NE	NE

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Industrial Marketing, Madison Avenue, Media & Marketing Decisions.*

Advertising Age

Crain Communications (212) 986-5050
Publisher: Lou DeMarco Advertising Director: David Persson

Advertising Age is the weekly newspaper of the advertising industry. As such, it reports on all aspects of the media and agency world and includes a special editorial section (section 2) in each issue that covers a different specific subject concerning the advertising community.

Research Studies Available: Contact Publisher

Adweek

ASM Communications, Inc. (212)681-8080
Publishers: John Singleton (For Midwest Edition), Carolyn Wall (For Eastern Edition), Ann Pilkington (For Western Edition), J.C. Kelly (For Southwest Edition), Jack Majors (Southeast Edition)

Adweek is a group of magazines devoted to advertising industry news and information. Each Magazine is edited in the region it serves. Each brings its readers local and national news. Special in-depth reports

(Continued on page 322)

NE = Not Estimated

Medical

Among 1980 trade markets, the Medical market ranked 2nd in total revenue, 2nd in advertising revenue, 2nd in advertising pages, and 2nd in total circulation. This market comprises 9.4% of all measured trade titles, and 8.1% of all measured trade magazine revenue. The combined circulation of all publications in this market was 1.8 million, or 12.0% of all measured trade magazine circulation.

The following percentages show the 1980 Medica market's growth as compared with its 1979 figures. Percen tages in parentheses denote the average growth for a measured Folio 400 trade magazines, and may be used t compare growth in the Medical market with growth overal Total revenue up 3.9% (0.1%), ad rev. up 3.4% (0.1%), a pages down 2.1% (0.9%), circ. down 2.8% (0.4%), gross un rev. average up 6.9% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Medical Economics	11,690	4.0	17.0
2	N.E. Jnl of Medicine	10,723	10.6	15.6
3	Journal of the AMA	8,214	-3.7	12.0
4	Diversion	5,005	15.7	7.3
5	Patient Care	5,754	-2.6	8.4
6	Postgraduate Medicine	5,001	15.8	7.3
7	Amer. Family Physcn.	4,200	-2.2	6.1
8	Consultant	4,447	32.8	6.5
9	Annals of Int. Med.	3,513	-1.2	5.1
10	Emergency Medicine	3,530	2.5	5.1
11	Hospital Practice	3,376	13.3	4.9
12	Medical World News	3,126	-31.2	4.6
	Total	68,579		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Medical Economics	11,000	6.1	18.1
2	Journal of the AMA	7,768	2.0	12.8
3	N.E. Jnl of Medicine	5,824	4.7	9.6
4	Patient Care	5,754	-2.6	9.5
5	Diversion	5,005	15.7	8.2
6	Postgraduate Medicine	4,557	6.3	7.5
7	Consultant	4,447	32.8	7.3
8	Amer. Family Physcn.	4,200	-2.2	6.9
9	Emergency Medicine	3,530	2.5	5.8
10	Hospital Practice	3,376	13.3	5.6
11	Medical World News	3,126	-31.2	5.1
12	Annnals of Int. Med.	2,124	18.7	3.5
	Total	60,711		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	N.E. Jnl of Medicine	4,899	18.6	62.3
2	Annnals of Int. Med.	1,388	-21.3	17.6
3	Medical Economics	690	-21.0	8.8
4	Journal of the AMA	446	-51.1	5.7
5	Postgraduate Medicine	444	999.9	5.6
6	Amer. Family Physcn.	0	0.0	0.0
7	Consultant	0	0.0	0.0
8	Diversion	0	0.0	0.0
9	Emergency Medicine	0	0.0	0.0
10	Hospital Practice	0	0.0	0.0
11	Medical World News	0	0.0	0.0
12	Patient Care	0	0.0	0.0
	Total	7,867		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	N.E. Jnl of Medicine	3,411	8.2	15.1
2	Medical Economics	2,955	-11.1	13.1
3	Journal of the AMA	2,326	-21.0	10.3
4	Patient Care	2,093	-7.7	9.3
5	Emergency Medicine	1,846	12.3	8.2
6	Diversion	1,805	9.8	8.0
7	Consultant	1,608	29.4	7.1
8	Postgraduate Medicine	1,579	-1.6	7.0
9	Amer. Family Physcn.	1,573	-5.1	7.0
10	Annnals of Int. Med.	1,197	-7.8	5.3
11	Medical World News	1,153	-9.1	5.1
12	Hospital Practice	1,017	-5.1	4.5
	Total	22,563		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Journal of the AMA	272,223	4.7	14.9
2	N.E. Jnl of Medicine	202,395	8.6	11.1
3	Hospital Practice	186,101	-2.3	10.2
4	Diversion	176,411	-1.8	9.7
5	Medical Economics	163,105	-8.3	9.0
6	Amer. Family Physcn.	134,964	4.7	7.4
7	Postgraduate Medicine	129,942	19.3	7.1
8	Consultant	121,385	-19.1	6.7
9	Medical World News	117,900	-32.9	6.5
10	Emergency Medicine	115,031	0.9	6.3
11	Patient Care	111,451	3.3	6.1
12	Annnals of Int. Med.	91,239	-0.4	5.0
	Total	1,822,147		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Medical Economics	71.67	13.4
2	N.E. Jnl of Medicine	52.98	1.9
3	Patient Care	51.63	-5.7
4	Annnals of Int. Med.	38.50	-.8
5	Postgraduate Medicine	38.48	-2.9
6	Consultant	36.64	64.1
7	Amer. Family Physcn.	31.12	-6.6
8	Emergency Medicine	30.68	1.6
9	Journal of the AMA	30.17	-8.0
10	Diversion	28.37	17.9
11	Medical World News	26.51	2.6
12	Hospital Practice	18.14	16.0

(continued...)

Figures are FOLIO estimates

Medical (continued)

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Medical Economics	67.44	15.7
2	Patient Care	51.63	-5.7
3	Consultant	36.64	64.1
4	Postgraduate Medicine	35.07	-10.9
5	Amer. Family Physcn.	31.12	-6.6
6	Emergency Medicine	30.68	1.6
7	N.E. Jnl of Medicine	28.78	-3.5
8	Journal of the AMA	28.54	-2.6
9	Diversion	28.37	17.9
10	Medical World News	26.51	2.6
11	Annnals of Int. Med.	23.29	19.2
12	Hospital Practice	18.14	16.0

Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)			% Chg CrUnRv
1	N.E. Jnl of Medicine	24.20	9.2
2	Annnals of Int. Med.	15.21	-21.0
3	Medical Economics	4.23	-13.8
4	Postgraduate Medicine	3.41	999.9
5	Journal of the AMA	1.64	-53.3
6	Amer. Family Physcn.	0.00	0.0
7	Consultant	0.00	0.0
8	Diversion	0.00	0.0
9	Emergency Medicine	0.00	0.0
10	Hospital Practice	0.00	0.0
11	Medical World News	0.00	0.0
12	Patient Care	0.00	0.0

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv	% Chg SubRv	% Chg NwsRv
1	Consultant	32.8	32.8	0.0	0.0
2	Postgraduate Medicine	15.8	6.3	999.9	0.0
3	Diversion	15.7	15.7	0.0	0.0
4	Hospital Practice	13.3	13.3	0.0	0.0
5	N.E. Jnl of Medicine	10.6	4.7	18.6	0.0
6	Medical Economics	4.0	6.1	-21.0	0.0
7	Emergency Medicine	2.5	2.5	0.0	0.0
8	Annnals of Int. Med.	-1.2	18.7	-21.3	0.0
9	Amer. Family Physcn.	-2.2	-2.2	0.0	0.0
10	Patient Care	-2.6	-2.6	0.0	0.0
11	Journal of the AMA	-3.7	2.0	-51.1	0.0
12	Medical World News	-31.2	-31.2	0.0	0.0

Because of the nature of the medical market, there are hundreds of magazines and journals of both general and specific nature. The reader is directed to consult SRDS, ABC, BPA, or Medical Media Ratebooks for a complete listing of all magazines in this field.

American Family Physician

American Academy of Family Physicians (800) 821-2512
Publisher: Walter Kemp **Advertising Director:** H. Robert Hogg

American Family Physician is edited for physicians in the general practice of medicine and surgery. Four or more original scientific articles, written on assignment, emphasize diagnostic and therapeutic techniques. Other editorial features include scientific abstracts plus socioeconomic and legislative information of interest to physicians in active practice. Fifty-five per cent of American Family Physician's editorial content is devoted to scientific information. Special emphasis is placed on design and illustration.

Reseach Studies Available: Contact Publisher

Annals of Internal Medicine

American College of Physicians (215) 243-1200
Publisher: Elmer R. Jones **Advertising Director:** C.P. Haffner

Annals of Internal Medicine is a journal edited for physicians specializing in the practice of internal medicine and in allied fields such as immunology, dermatology, pediatrics, pathology, preventive medicine, and public health. Each issue presents original contributions from clinical observation and research on the diagnosis, and treatment of disease; case studies; conference-type reviews; editorial reviews and notes; book reviews; and medical news. Social and cultural aspects of medicine are reflected in articles on medical history and in editorials. Front and back sections advertise products relevant to the practice of internal medicine.

Research Studies Available: Contact Publisher

Consultant

Cliggott Publishing Company (203) 661-0600
Publisher: Preston C. Williams

Consultant articles emphasize the 'how to' aspects of medicine. They help the reader resolve questions common to his everyday practice and provide peer references so he can measure his own techniques against those of leading authorities. Articles are original, covering such areas as internal medicine, cardiology, gastroenterology, surgery, obstetrics and gynecology, pediatrics, psychiatry and orthopedics. The emphasis throughout is on providing practical and immediately relevant help to clinicians.

Research Studies Available: Contact Publisher

Diversion

Diversion Publications, Inc. (212) 682-3710
Publisher: Gilbert W. Chapman, Jr. **Advertising Director:** Edward M. McGlynn

(Continued on page 322)

Figures are FOLIO estimates

Metal manufacturing/processing

Among 1980 trade markets, the Metal market ranked 8th in total revenue, 7th in advertising revenue, 3rd in advertising pages, and 8th in total circulation. This market comprises 4.7% of all measured trade titles, and 4.1% of all measured trade magazine revenue. The combined circulation of all publications in this market was 464 thousand, or 3.1% of all measured trade magazine circulation.

The following percentages show the 1980 Metal market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Metal market with growth overall. Total revenue up 16.7% (0.1%), ad rev. up 16.8% (0.1%), ad pages up 6.7% (0.9%), circ. down 0.3% (0.4%), gross unit rev. average up 17.0% (5.8%).

	Total Revenue	($000)	% Chg TotRv
1	American Metal Mkt.	10,187	26.7
2	Iron Age	7,589	5.5
3	American Machinist	5,829	31.3
4	Tooling Production	4,112	23.8
5	Production	3,610	21.4
6	Production Engineering	3,395	9.6
	Total	34,722	

	Advertising Revenue	($000)	% Chg Ad Rv
1	Iron Age	7,446	5.6
2	American Metal Mkt.	7,094	27.8
3	American Machinist	5,829	31.3
4	Tooling Production	4,112	23.8
5	Production	3,610	21.4
6	Production Engineering	3,395	9.6
	Total	31,486	

	Ad Pages		%Chg AdPg
1	American Metal Mkt.	3,229	12.4
2	Iron Age	2,862	-7.1
3	American Machinist	2,085	22.6
4	Tooling Production	2,084	15.3
5	Production	1,215	10.7
6	Production Engineering	953	2.7
	Total	12,428	

	Average Circulation		% Chg Circ.
1	Iron Age	110,046	1.3
2	Production Engineering	92,600	2.0
3	Production	80,063	-4.3
4	Tooling Production	70,048	0.0
5	American Machinist	62,213	0.4
6	American Metal Mkt.	48,721	-2.6
	Total	463,691	

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	American Metal Mkt.	209.09	30.1
2	American Machinist	93.69	30.8
3	Iron Age	68.96	5.0
4	Tooling Production	58.70	23.8
5	Production	45.09	26.9
6	Production Engineering	36.66	7.4

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	American Metal Mkt.	145.60	31.3
2	American Machinist	93.69	30.8
3	Iron Age	67.66	5.2
4	Tooling Production	58.70	23.8
5	Production	45.09	26.9
6	Production Engineering	36.66	7.4

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	American Machinist	31.3	31.3	0.0
2	American Metal Mkt.	26.7	27.8	24.1
3	Tooling Production	23.8	23.8	0.0
4	Production	21.4	21.4	0.0
5	Production Engineering	9.6	9.6	0.0
6	Iron Age	5.5	5.6	-1.4

(Continued on page 323)

Figures are FOLIO estimates

New industrial products (general industry)

Among 1980 trade markets, the New Industrial Products market ranked 17th in total revenue, 14th in advertising revenue, 17th in advertising pages, and 11th in total circulation. This market comprises 1.6% of all measured trade titles, and 2.0% of all measured trade magazine revenue. The combined circulation of all publications in this market was 379 thousand, or 2.5% of all measured trade magazine circulation.

Since this is the first time that the New Industrial Products market appears in the Folio 400 study, is is impossible to draw any year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	New Equip. Digest	9,047	9.0	52.9
2	Industrial Equip News	8,045	5.0	47.1
	Total	17,092		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	New Equip. Digest	9,047	9.0	52.9
2	Industrial Equip News	8,045	5.0	47.1
	Total	17,092		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Industrial Equip News	2,398	-2.2	68.0
2	New Equip. Digest	1,129	0.6	32.0
	Total	3,527		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Industrial Equip News	190,405	8.2	50.3
2	New Equip. Digest	188,436	3.0	49.7
	Total	378,841		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	New Equip. Digest	48.01	5.8
2	Industrial Equip News	42.25	-3.0

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	New Equip. Digest	48.01	5.8
2	Industrial Equip News	42.25	-3.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv
1	New Equip. Digest	9.0	9.0
2	Industrial Equip News	5.0	5.0

Industrial Equipment News

Thomas Publishing Company (212) 695-0500
Publisher: R.E. Richardson

Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Research Studies Available: How Industry Buys Anti-Friction Bearings, by Business Marketing Services; How Industry Buys Fasteners, by Business Marketing Services; How Industry Buys Horsepower Motors, by Business Marketing Services; Truck Market Study, by Business Marketing Services; Analysis - The Relative Effectiveness of Brand Preference and Advertising on Buying Action, by Business Marketing Services; Power Transmission Brand Preference Study, by Business Marketing Services; Production & Machine Tool Show, by Business Marketing Services; Materials Handling Brand Preference Study, by Business Marketing Services; Electronic Products - Use & Information Sources Outside the Traditional Electronic Market, by Business Marketing Services.

New Equipment Digest

Penton/IPC (216) 696-7000
Publisher: James D. Atherson **Advertising Director:** Russel S. Carson

New Equipment Digest contains condensed descriptions of new and/or significantly improved industrial products, materials, components and equipment announced by established companies marketing in the United States. Literature and catalogs on the same subjects are reviewed. In a typical year, the editorial content covers: new product descriptions (85%); new literature and catalogs (11%); and feature articles (4%). Special features include: Special Sections, Editor's Showcase, Samplecase, Bookcase, Data Rack, Best of Penton/IPC and Best of New Equipment Digest.

Research Studies Available: Contact Publisher

Nursing

Among 1980 trade markets, the Nursing market ranked 13th in total revenue, 20th in advertising revenue, 23rd in advertising pages, and 3rd in total circulation. This market comprises 2.4% of all measured trade titles, and 3.2% of all measured trade magazine revenue. The combined circulation of all publications in this market was 1.2 million, or 7.8% of all measured trade magazine circulation.

The following percentages show the 1980 Nursing market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Nursing market with growth overall. Total revenue up 11.5% (0.1%), ad rev. up 17.9% (0.1%), ad pages up 3.7% (0.9%), circ. up 1.7% (0.4%), gross unit rev. average up 9.6% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Nursing 80	11,784	5.9	43.9
2	Amer. Jnl of Nursing	7,772	3.1	28.9
3	RN	7,314	34.5	27.2
	Total	26,870		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Nursing 80	4,603	17.2	41.4
2	Amer. Jnl of Nursing	3,978	14.2	35.8
3	RN	2,526	26.0	22.7
	Total	11,107		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Nursing 80	7,181	-0.2	45.6
2	RN	4,788	39.4	30.4
3	Amer. Jnl of Nursing	3,793	-6.5	24.1
	Total	15,762		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Amer. Jnl of Nursing	1,144	-2.1	42.0
2	Nursing 80	792	8.8	29.1
3	RN	788	16.6	28.9
	Total	2,724		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Nursing 80	529,921	0.2	45.1
2	Amer. Jnl of Nursing	345,191	0.8	29.4
3	RN	299,264	5.7	25.5
	Total	1,174,376		

	Gross Unit Revenue *(Total rev. ÷ avg. circ.)*		% Chg GrUnRv
1	RN	24.44	27.2
2	Amer. Jnl of Nursing	22.51	2.2
3	Nursing 80	22.24	5.7

	Advertising Unit Revenue *(Ad rev. ÷ avg. circ.)*		% Chg AdUnRv
1	Amer. Jnl of Nursing	11.53	13.2
2	Nursing 80	8.69	16.9
3	RN	8.44	19.3

	Circulation Unit Revenue *(Circ. rev. ÷ avg. circ.)*		% Chg CrUnRv
1	RN	16.00	31.8
2	Nursing 80	13.55	-0.4
3	Amer. Jnl of Nursing	10.99	-7.2

	Growth *(1980 vs. 1979)*	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	RN	34.5	26.0	39.4
2	Nursing 80	5.9	17.2	-0.2
3	Amer. Jnl of Nursing	3.1	14.2	-6.5

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Nursing Life, Supervisor Nurse, Today's OR Nurse=; and 27 non-audited magazines and journals that accept advertising.*

American Journal of Nursing

American Journal of Nursing, Co. (212) 582-8820
Publisher: William Balkie **Advertising Director:** Jack O'Connor

American Journal of Nursing is a professional magazine for nurses. Typical annual editorial content of the Journal includes: clinical and nursing care, general nursing news; public health and community nursing. Regular features include: Drug Data, Medical Highlights, Books and Films, Equipment, Test Yourself.

Research Studies Available: Nurses' Influence on Drug Prescribing; Nurses and their Uniforms; Nurses and their Hosiery.

Nursing '81

Intermed Communications, Inc. (215) 657-4000
Publisher: Warren R. Erhardt **Advertising Director:** John E. Kelly

Nursing '81 is a skill enrichment journal for practicing nurses. The

(Continued on page 324)

Figures are FOLIO estimates

Petroleum

Among 1980 trade markets, the Petroleum market ranked 10th in total revenue, 10th in advertising revenue, 4th in advertising pages, and 22nd in total circulation. This market comprises 3.1% of all measured trade titles, and 3.6% of all measured trade magazine revenue. The combined circulation of all publications in this market was 155 thousand, or 1.0% of all measured trade magazine circulation.

Since this is the first time that the Petroleum market appears in the Folio 400 study, it is impossible to draw any year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Oil & Gas Journal	16,398	22.6	54.7
2	Hydrocarbon Processing	6,050	6.8	20.2
3	World Oil	4,110	0.0	13.7
4	Petroleum Engr Intl.	3,423	0.0	11.4
	Total	29,981		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Oil & Gas Journal	14,900	21.4	53.3
2	Hydrocarbon Processing	5,704	6.7	20.4
3	World Oil	4,072	0.0	14.6
4	Petroleum Engr Intl.	3,265	0.0	11.7
	Total	27,941		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Oil & Gas Journal	1,498	35.7	73.4
2	Hydrocarbon Processing	346	9.1	17.0
3	Petroleum Engr Intl.	158	0.0	7.7
4	World Oil	38	0.0	1.9
	Total	2,040		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Oil & Gas Journal	6,093	10.7	50.3
2	Hydrocarbon Processing	2,737	-7.2	22.6
3	World Oil	1,931	0.0	15.9
4	Petroleum Engr Intl.	1,360	0.0	11.2
	Total	12,121		

	Average Circulation		Chg Circ.	Mrkt Shr %
1	Oil & Gas Journal	57,734	4.3	37.3
2	World Oil	33,914	0.0	21.9
3	Hydrocarbon Processing	32,625	-1.3	21.1
4	Petroleum Engr Intl.	30,490	0.0	19.7
	Total	154,763		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Oil & Gas Journal	284.03	17.6
2	Hydrocarbon Processing	185.44	8.2
3	World Oil	121.20	0.0
4	Petroleum Engr Intl.	112.27	0.0

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Oil & Gas Journal	258.08	16.4
2	Hydrocarbon Processing	174.83	8.1
3	World Oil	120.07	0.0
4	Petroleum Engr Intl.	107.08	0.0

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Oil & Gas Journal	25.95	30.2
2	Hydrocarbon Processing	10.60	10.6
3	Petroleum Engr Intl.	5.18	0.0
4	World Oil	1.13	0.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Oil & Gas Journal	22.6	21.4	35.7
2	Hydrocarbon Processing	6.8	6.7	9.1
3	Petroleum Engr Intl.	0.0	0.0	0.0
4	World Oil	0.0	0.0	0.0

(Continued on page 324)

Plant operation & engineering (including electrical engineering)

Among 1980 trade markets, the Plant Operation & Engineering market ranked 3rd in total revenue, 3rd in advertising revenue, 5th in advertising pages, and 6th in total circulation. This market comprises 4.7% of all measured trade titles, and 5.3% of all measured trade magazine revenue. The combined circulation of all publications in this market was 699 thousand, or 4.6% of all measured trade magazine circulation.

The following percentages show the 1980 Plant Operation & Engineering market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Plant Operation & Engineering market with growth overall. Total revenue up 2.0% (0.1%), ad rev. up 1.8% (0.1%), ad pages down 13.4% (0.9%), circ. up 3.9% (0.4%), gross unit rev. average down 1.9% (5.8%).

	Total Revenue	($000)	% Chg TotRv
1	Plant Engineering	12,269	-0.1
2	New Equip. Digest	9,047	9.0
3	Industrial Equip News	8,045	5.0
4	Elec. Const.& Maint.	5,977	-1.5
5	Power	5,118	-3.6
6	Indust. Maint. & Plant Oper.	4,083	0.9
	Total	44,539	

	Advertising Revenue	($000)	% Chg Ad Rv
1	Plant Engineering	12,269	-0.1
2	New Equip. Digest	9,047	9.0
3	Industrial Equip News	8,045	5.0
4	Elec. Const.& Maint.	4,890	-3.4
5	Power	4,564	-5.0
6	Indust. Maint. & Plant Oper.	4,083	0.9
	Total	42,898	

	Ad Pages		%Chg AdPg
1	Plant Engineering	2,957	-13.5
2	Industrial Equip News	2,398	-2.2
3	Indust. Maint. & Plant Oper.	1,462	-6.7
4	Power	1,356	-18.3
5	Elec. Const.& Maint.	1,294	-11.4
6	New Equip. Digest	1,129	0.6
	Total	10,596	

	Average Circulation		% Chg Circ.
1	Industrial Equip News	190,405	8.2
2	New Equip. Digest	188,436	3.0
3	Indust. Maint. & Plant Oper.	105,558	0.0
4	Plant Engineering	90,241	7.4
5	Elec. Const.& Maint.	72,459	0.4
6	Power	51,576	0.0
	Total	698,675	

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Plant Engineering	135.96	-7.0
2	Power	99.24	-3.6
3	Elec. Const.& Maint.	82.49	-2.0
4	New Equip. Digest	48.01	5.8
5	Industrial Equip News	42.25	-3.0
6	Indust. Maint. & Plant Oper.	38.68	0.9

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Plant Engineering	135.96	-7.0
2	Power	88.49	-5.1
3	Elec. Const.& Maint.	67.49	-3.8
4	New Equip. Digest	48.01	5.8
5	Industrial Equip News	42.25	-3.0
6	Indust. Maint. & Plant Oper.	38.68	0.9

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv
1	New Equip. Digest	9.0	9.0
2	Industrial Equip News	5.0	5.0
3	Indust. Maint. & Plant Oper.	0.9	0.9
4	Plant Engineering	-0.1	-0.1
5	Elec. Const.& Maint.	-1.5	-3.4
6	Power	-3.6	-5.0

(Continued on page 324)

Figures are FOLIO estimates

Power generation & delivery

Among 1980 trade markets, the Power Generation market ranked 21st in total revenue, 18th in advertising revenue, 16th in advertising pages, and 25th in total circulation. This market comprises 2.4% of all measured trade titles, and 1.5% of all measured trade magazine revenue. The combined circulation of all publications in this market was 126 thousand, or 0.8% of all measured trade magazine circulation.

The following percentages show the 1980 Power Generation market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Power Generation market with growth overall. Total revenue down 3.1% (0.1%), ad rev. down 3.7% (0.1%), ad pages down 14.0% (0.9%), circ. down 0.2% (0.4%), gross unit rev. average down 3.2% (5.8%).

	Total Revenue	($000)	% Chg TotRv	Mrkt Shr %
1	Power	5,118	-3.6	40.3
2	Electrical World	3,989	-12.5	31.4
3	Power Engineering	3,583	5.1	28.2
	Total	12,690		

	Advertising Revenue	($000)	% Chg Ad Rv	Mrkt Shr %
1	Power	4,564	-5.0	38.7
2	Electrical World	3,640	-9.6	30.9
3	Power Engineering	3,583	5.1	30.4
	Total	11,787		

	Subscription Revenue	($000)	% Chg SubRv	Mrkt Shr %
1	Power	554	10.2	61.4
2	Electrical World	349	0.2	38.6
3	Power Engineering	0	0.0	0.0
	Total	903		

	Ad Pages		%Chg AdPg	Mrkt Shr %
1	Power	1,356	-18.3	37.3
2	Electrical World	1,251	-15.4	34.4
3	Power Engineering	1,025	-5.4	28.2
	Total	3,632		

	Average Circulation		% Chg Circ.	Mrkt Shr %
1	Power	51,576	0.0	41.0
2	Power Engineering	47,230	0.1	37.5
3	Electrical World	27,041	0.0	21.5
	Total	125,847		

	Gross Unit Revenue (Total rev. ÷ avg. circ.)		% Chg GrUnRv
1	Electrical World	147.51	-12.8
2	Power	99.24	-3.6
3	Power Engineering	75.86	5.1

	Advertising Unit Revenue (Ad rev. ÷ avg. circ.)		% Chg AdUnRv
1	Electrical World	134.61	-10.0
2	Power	88.49	-5.1
3	Power Engineering	75.86	5.1

	Circulation Unit Revenue (Circ. rev. ÷ avg. circ.)		% Chg CrUnRv
1	Electrical World	12.89	-34.6
2	Power	10.74	10.1
3	Power Engineering	0.00	0.0

	Growth (1980 vs. 1979)	% Chg TotRv	% Chg Ad Rv	% Chg SubRv
1	Power Engineering	5.1	5.1	0.0
2	Power	-3.6	-5.0	10.2
3	Electrical World	-12.5	-9.6	0.2

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *CEE, Electrical Equipment, Electrical Apparatus, Electrical Business, Electrical Consultant, Electrical Contractor, The Electrical Distributor, Electrical Energy Management, Electrical Wholesaling, Electromechanical Bench Reference, Public Power, Public Utilities Fortnightly, Rural Electrification, Transmission & Distribution, Utility Purchasing & Stores*; and 8 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Electrical World

McGraw-Hill Publication (212) 997-2928
Publisher: John E. Slater Advertising Director: John E. Slater

Electrical World is edited for personnel of the electrical utility industry, and the consulting and contracting organizations that serve it, dealing with developments in engineering, energy marketing and management. Engineering emphasis is on planning, design, construction, operation, and maintenance of facilities for generation, transmis-

(Continued on page 321)

Figures are FOLIO estimates

Product design engineering

Among 1980 trade markets, the Product Design Engineering market ranked 11th in total revenue, 9th in advertising revenue, 9th in advertising pages, and 9th in total circulation. This market comprises 2.4% of all measured trade titles, and 3.5% of all measured trade magazine revenue. The combined circulation of all publications in this market was 441 thousand, or 2.9% of all measured trade magazine circulation.

Since this is the first time that the Product Design Engineering market appears in the Folio 400, it is impossible to draw year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

Total Revenue		($000)	% Chg TotRv	Mkt Shr %
1	Machine Design	14,435	14.5	48.9
2	Design News	10,604	12.2	35.9
3	Product Design & Dev.	4,500	16.9	15.2
	Total	29,539		

Advertising Revenue		($000)	% Chg Ad Rv	Mkt Shr %
1	Machine Design	14,435	14.5	48.9
2	Design News	10,604	12.2	35.9
3	Product Design & Dev.	4,500	16.9	15.2
	Total	29,539		

Ad Pages			% Chg AdPg	Mkt Shr %
1	Machine Design	4,147	11.3	46.6
2	Design News	3,475	3.8	39.0
3	Product Design & Dev.	1,283	0.6	14.4
	Total	8,905		

Average Circulation			% Chg Circ	Mkt Shr %
1	Machine Design	161,155	13.3	36.5
2	Design News	154,742	11.3	35.1
3	Product Design & Dev.	125,227	5.7	28.4
	Total	441,124		

Gross Unit Revenue (Total rev. ÷ avg. circ.)			% Chg GrUnRv
1	Machine Design	89.57	1.0
2	Design News	68.53	0.9
3	Product Design & Dev.	35.93	10.5

Advertising Unit Revenue (Ad rev. ÷ avg. circ.)			% Chg AdUnRv
1	Machine Design	89.57	1.0
2	Design News	68.53	0.9
3	Product Design & Dev.	35.93	10.5

Growth (1980 vs. 1979)		% Chg TotRv	% Chg Ad Rv
1	Product Design & Dev.	16.9	16.9
2	Machine Design	14.5	14.5
3	Design News	12.2	12.2

Design News

Morgan-Grampian Publishing Co. (212) 340-9700
Publisher: Gary M. Rekstad **Advertising Director:** George F. Cominsky

Design News is a news and idea magazine for design engineers and design engineering management in the original equipment market. Design News, in graphic form, presents editorial concentrated on solutions to current job-related design problems in the principal areas of design activity: mechanical, electrical, electonic, materials, and fluid power design problems.

Research Studies Available: Design News' Product Awareness Study; Design News' Specifying Practices Study; Design News' Catalog Availability Study; Design News' Automotive Study; Cahners' Advertising Research Reports.

Machine Design

Penton/IPC (216) 696-7000
Publisher: Robert Z. Chew, Jr. **Advertising Director:** Donald R. Buckner

Machine Design is written and edited for the individuals who perform a design engineering function. It provides technical information in the following areas: (1) Design and development, how-to, in-depth technical articles; (2) Current technical news coverage; (3) Ideas, examples of how someone else solved a design problem; (4) Personal, professional and management information; and (5) Commercial assistance by means of new product announcements and manufacturers literature listings.

Research Studies Available: Contact Publisher

Product Design & Development

Chilton Publications (215) 687-8200
Publisher: Frederick A. Stanley

Product Design & Development is a product news service for design engineers. Its editorial content is descriptions of new or improved materials and parts. Limited space is given each month to research and design equipment for use in the designer's laboratory, test center, etc. Finally, each issue includes a round-up of manufacturers' literature describing materials and components of interest to designers.

Research Studies Available: Contact Publisher

Figures are FOLIO estimates

Research & development

Among 1980 trade markets, the Research & Development market ranked 16th in total revenue, 16th in advertising revenue, 14th in advertising pages, and 13th in total circulation. This market comprises 2.4% of all measured trade titles, and 2.0% of all measured trade magazine revenue. The combined circulation of all publications in this market was 288 thousand, or 1.9% of all measured trade magazine circulation.

Since this is the first time that the Research & Development market appears in the Folio 400 study, it is impossible to draw year-to-year growth comparisons for the market. Beginning with the 1982 Folio 400, this market's growth will be measured along with all others.

Total Revenue

		($000)	% Chg Tot Rev
1	Science	8,734	4.9
2	Ind. Research & Dev.	5,379	8.7
3	Analytical Chemistry	3,063	0.0
	Total	17,176	

Advertising Revenue

		($000)	% Chg Ad Rev
1	Science	5,827	7.3
2	Ind. Research & Dev.	5,379	8.7
3	Analytical Chemistry	2,693	0.0
	Total	13,899	

Subscription Revenue

		($000)	% Chg Sub Rev
1	Science	2,907	0.4
2	Analytical Chemistry	369	0.0
3	Ind. Research & Dev.	0	0.0
	Total	3,276	

Ad Pages

			% Chg Ad Pgs
1	Ind. Research & Dev.	1,667	4.4
2	Science	1,330	-20.9
3	Analytical Chemistry	1,189	0.0
	Total	4,186	

Average Circulation

			% Chg Circ.
1	Science	153,015	0.4
2	Ind. Research & Dev.	103,966	0.2
3	Analytical Chemistry	30,678	0.0
	Total	287,659	

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

		Gross Unit Rev ($)	% Chg Unit Rev
1	Analytical Chemistry	99.86	0.0
2	Science	57.08	4.5
3	Ind. Research & Dev.	51.74	8.4

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg Ad Unit Rev
1	Analytical Chemistry	87.81	0.0
2	Ind. Research & Dev.	51.74	8.4
3	Science	38.08	6.8

Circulation Unit Revenue
(Circ. rev. ÷ avg. circ.)

		Circ. Unit Rev ($)	% Chg Unit Rev
1	Science	19.00	0.0
2	Analytical Chemistry	12.05	0.0
3	Ind. Research & Dev.	0.00	0.0

Growth
(1980 vs. 1979)

		% Chg Tot Rev	% Chg Ad Rev	% Chg Sub Rev
1	Ind. Research & Dev.	8.7	8.7	0.0
2	Science	4.9	7.3	0.4
3	Analytical Chemistry	0.0	0.0	0.0

Analytical Chemistry

American Chemical Society (202) 872-4600
Advertising Director: James A. Byrne

Analytical Chemistry is edited for chemists, life scientists, and engineers. A workmagazine, its articles demonstrate what instruments, equipment, and chemicals should be used in techniques employed in such fields as food & drug analysis; environmental & quality control; geology; energy research; occupational health; materials engineering; forensic analysis; clinical diagnostics; oceanology; biology; nuclear research; and chemical, petroleum, and plastics research & development.

Research Studies Available: 1981 Market for Analytical Instruments, by Alpert Associates; Elemental Spectroscopy, by Mar Stat, Inc.; Gas Chromatography, by Mar Stat, Inc.; 1981 Company Image Study, by Mar Stat, Inc.; High Performance Liquid Chromatography, by Mar Stat, Inc.; 1981 Market Position Studies, by Mar Stat, Inc.; 1981 Inquiry Follow-up Studies, by JCI, Inc.

Industrial Research & Development

Technical Publishing Company (312) 381-1840
Publisher: Tim Burkholder Advertising Director: Tim Kelly

Industrial Research & Development is an inter-disciplinary publication edited for scientists, engineers and administrators engaged in ap-

(Continued on page 325)

Truck & Fleet

Among 1980 trade markets, the Truck & Fleet market ranked 22nd in total revenue, 17th in advertising revenue, 15th in advertising pages, and 16th in total circulation. This market comprises 2.4% of all measured trade titles, and 1.5% of all measured trade magazine revenue. The combined circulation of all publications in this market was 243 thousand, or 1.6% of all measured trade magazine circulation.

The following percentages show the 1980 Truck & Fleet market's growth as compared with its 1979 figures. Percentages in parentheses denote the average growth for all measured Folio 400 trade magazines, and may be used to compare growth in the Truck & Fleet market with growth overall. Total revenue down 1.4% (0.1%), ad rev. down 1.4% (0.1%), ad pages down 12.3% (0.9%), circ. up 0.9% (0.4%), gross unit rev. average down 2.5% (5.8%).

Total Revenue

		$000	% Chg Tot Rv	Total Mkt %
1	Fleet Owner	4,965	-1.8	39.5
2	Heavy Duty Trucking	4,241	1.5	33.8
3	Commercial Car Journal	3,359	-4.3	26.7
	Total	12,565		

Advertising Revenue

		$000	% Chg Ad Rv	Total Mkt %
1	Fleet Owner	4,965	-1.8	39.5
2	Heavy Duty Trucking	4,241	1.5	33.8
3	Commercial Car Journal	3,359	-4.3	26.7
	Total	12,565		

Ad Pages

			% Chg Ad Pg	Total Mkt %
1	Commercial Car Journal	1,257	-14.1	34.1
2	Fleet Owner	1,247	-12.6	33.8
3	Heavy Duty Trucking	1,180	-10.1	32.0
	Total	3,684		

Average Circulation

			% Chg Circ.	Total Mkt %
1	Heavy Duty Trucking	90,963	4.9	37.5
2	Commercial Car Journal	75,999	0.4	31.3
3	Fleet Owner	75,641	-3.0	31.2
	Total	242,603		

Gross Unit Revenue
(Total rev. ÷ avg. circ.)

			% Chg
1	Fleet Owner	65.64	1.3
2	Heavy Duty Trucking	46.62	-3.3
3	Commercial Car Journal	44.19	-4.7

Advertising Unit Revenue
(Ad rev. ÷ avg. circ.)

			% Chg
1	Fleet Owner	65.64	1.3
2	Heavy Duty Trucking	46.62	-3.3
3	Commercial Car Journal	44.19	-4.7

Growth
(1980 vs. 1979)

		% Chg Tot Rv	% Chg Ad Rv
1	Heavy Duty Trucking	1.5	1.5
2	Fleet Owner	-1.8	-1.8
3	Commercial Car Journal	-4.3	-4.3

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Commercial Car Journal

Chilton Company (215) 687-8200
Publisher: Joseph P. Jennings Advertising Director: Wayne Wiggins

Commercial Car Journal is edited for the executives who manage, operate and maintain the nation's volume truck, bus and passenger car fleets. It is aimed at management levels in both local and long-haul operations including private, contract, common carrier, delivery and construction fleets. Editorial subject matter ranges from examination of the management areas of industry trends, costs, maintenance, safety, labor and legislation to technical reports on vehicle and component developments. Monthly features include industry news, vehicle selection, fleet utilization, operations, safety, driver training and departmentalized new products.

Figures are FOLIO estimates

***Automotive** (continued)*

(Continued from page 93)

Four Wheeler

20th Century Publications, Inc. (213) 992-4777
Publisher: Jack Pelzer **Advertising Director:** Jack Pelzer

Four Wheeler is edited for the four wheel drive enthusiast and off road recreational vehicle owner. Articles include test reports of new and interesting models, how-to tips, features on rallies, travel, technical data on the prime vehicles as related to tires, weights, power plants, springs and accessories. Its editorial material is directed to the owner and prospective buyer. A monthly calendar of coming events, a technical question and answer column, and new products previews are all regular departments.

Research Studies Available: Contact Publisher

Hot Rod

Petersen Publishing Co. (213) 657-5100
Publisher: Dick Van Cleve **Advertising Director:** Jim P. Walsh

Hot Rod is written for men with interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vechicles. Editorial includes pictorial features on the Street Rod and Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and 'Project Car' series. Covers drag racing, including event coverage and tech exams of winning cars.

Research Studies Available: Discriminant Analysis of New Car Buyers. MRI-MIDAS 1981

Motor Trend

Petersen Publishing Co. (213) 657-5100
Publisher: Robert E. Brown **Advertising Director:** Jim P. Walsh

Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips; do-it- yourself auto repairs advice; super-tuning for better performance; consumer buyer's guides of auto equipment and accessories; off-road and recreational vehicles; new car styling and engineering details; and driving impressions of new cars before they go on sale.

Research Studies Available: Discriminant Analysis of New Car Buyers. MRI-MIDAS 1981

Off-Road

Argus Publications (213) 820-3601

Publisher: George Elliott **Advertising Director:** Robert Emerson

Off-Road is devoted to coverage of the sport of off-roading featuring four-wheel drive, pick-ups, vans and trail bikes; illustrated trips with maps; how and when to go; major off-road race reports; photos; technical tips; equipment and accessories; club news; coming events and road tests.

Research Studies Available: Contact Publisher

Pickup, Van & 4WD

CBS Publications (714) 646-4451
Publisher: Richard Bartkus **Advertising Director:** Brian Van Mols

Pickup, Van & 4WD is directed at the enthusiast/ owner of pickup, van and 4-wheel-drive personal use vehicles. Features road and off-road performance testing technical data; buyers guides, and evaluations of aftermarket accessories; how-to improve vehicles performance, handling, utility, appearance; where-to go; competition coverage of off-road races and rallies. Regular columns: performance and maintenance tips, trends and legislation affecting vehicle owners, lifestyle and humor, reviews of automotive sound and CB equipment, news of aftermarket accessories.

Research Studies Available: Contact Publisher

Popular Hot Rodding

Argus Publications (213) 820-3601
Publisher: George Elliott **Advertising Director:** Bill Lloyd

Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag racing. Articles covering new products, methods to improve styling, test and analysis of cars, 'do-it-yourself' information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Research Studies Available: Contact Publisher

Road & Track

CBS Publications (714) 646-4451
Publisher: Richard Bartkus **Advertising Director:** H. Clifford Parris

Road & Track is edited for the knowledgeable automobile enthusiast whose principal car interests are sports and imported models, plus more than a cursory interest in international racing machinery and special-interest cars, including American makes. Included as regular features are road test and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.

Research Studies Available: Contact Publisher

***Black ethnic** (continued)*

(Continued from page 94)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to in included in the 400, include the following audited magazines: *Ebony Jr., Black Stars,* and *Blacktress.*

Black Enterprise

Earl G. Graves Publishing Co. (212) 889-8220
Publisher: Earl G. Graves **Advertising Director:** James E. Moss

Black Enterprise is a feature business magazine written for and about black professionals, businessmen and businesswomen, college students and corporate executives. Feature articles range from money management to personal profiles to overviews of various industries and the current economic situation of blacks within those industries. Additionally, Black Enterprise frequently interviews prominent personalities. Black Enterprise also provides readers with regular departments on travel, personal finance, and persons operating small, but successful, businesses as well as information about those blacks who are moving up in the corporate world. Moreover, Black Enterprise publishes special issues annually, on the Top 100 Black Businesses, Money Management and Careers.

Research Studies Available: Contact Publisher

Ebony

Johnson Publishing Co. Inc. (312) 322-9200
Advertising Director: Lincoln T. Hudson

Ebony is a black-oriented general, picture magazine dealing primarily with contempory topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include 'Speaking of People,' 'Fashion Fair,' 'Photo- Editorial,' 'Sounds' (record review), 'Ebony Book Shelf,' and 'Date With a Dish' (culinary art). The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Research Studies Available: Contact Publisher

Essence

Essence Communications, Inc. (212) 730-4271
Publisher: Ed Lewis **Advertising Director:** Clarence O. Smith

Essence is a full-service magazine edited for Black Women 18 - 34. Essence editorial is dedicated to helping its readers achieve their maximum potential in various lifestyles and roles. The editorial content includes work and educational opportunities; fashion and beauty; health and parenting; lifestyle information on home, food and products; travel; entertainment and cultural reviews; profiles of celebrities and significant achievers; and fiction.

Research Studies Available: Travel Survey by Les A. Rifkin & Associates, Inc. July 1978 ; Food & Beverage Survey by Signet October 1979; Beauty & Grooming Survey by Signet December 1979.

Jet

Johnson Publishing Co. Inc. (312) 322-9200
Advertising Director: Lincoln T. Hudson

Jet is a national newsmagazine oriented to the Black population. Articles deal with hard news, news features, sports, books, education, Afro-American History, entertainment, society, week's best photos, regional and African affairs. Weekly columns include: Ticker Tape, U.S.A.: People; Paris Scratch Pad; People are Talking About; New York Beat and Soul Brothers Top 20 recordings. Each issue of Jet features a listing of Black performers appearing on network TV shows for the week.

Research Studies Available: Contact Publisher

Business (financial) (continued)

(Continued from page 98)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *California Business, Financial Analyst Journal, Financial Executive, Management Accountant, The Money Manager, Pension World, Savings & Loan News, Trusts and Estates;*and 23 non-audited magazines that accept advertising.

Barron's

Dow Jones & Company (212) 285-5374
Publisher: Robert Bleiberg **Advertising Director:** M. Walter Dietzer

Barron's contains industry-wide studies and individual company analyses, edited for private investors, professional money managers and corporate executives. Articles point out special situations for investment opportunities and also highlight industrial developments affecting the businessman's major customers and/or suppliers. No personal write-ups or investment advice is given. Contains columns on commodities and options. Each issue contains performance records of securities, the standard economic indicators, plus several Barron's indices including the 'confidence index.'

Research Studies Available: Contact Publisher

Financial World

Macro Communications, Inc. (212) 826-4360
Publisher: Robert L. Weingarten **Advertising Director:** Jay S. Botwen

Financial World contains stories on companies, industries, personalities and a broad range of subjects for private and professional investors and executives. Publication sponsors competition for annual reports, interim reports, and public issues programs as well as Chief Executive Officers. The first issue each month appraises companies. Each issue contains personality profiles, dividends declared, corporate earnings, editorials, and columns that explore trends, corporate activity, tax matters, and Wall Street thinking.

Research Studies Available: Contact Publisher

Institutional Investor

Crain Communications, Inc. (212) 832-8888
Publisher: Gilbert E. Kaplan **Advertising Director:** Arnold Obler

Institutional Investor is edited for investment and financial professionals and concerns pension funds, banks, mutual funds, trusts and insurance companies, investment banks, brokerage firms, and corporations. The magazine publishes news about, and examines, trends in investments and finance, including selection of money managers by pension funds; how money is invested professionally; performance measurement; investment research and block trading; the relationship between corporations and institutions that own their securities; international investing; legislation and regulation; matters affecting stock exchanges; corporate finance; and news about investment banking.

Research Studies Available: A Telephone Survey of Pension Administrators; A Telephone Survey of Risk Managers; A National Survey of Financial Executives.

Pensions & Investment Age

Crain Communications Inc. (212) 986-5050
Publisher: Stephen D. Gilkenson **Advertising Director:** Donald A. Angela

Pensions & Investment Age is edited primarily for financial executives and institutional investment professionals who administer and invest tax-exempt assets. The publication provides news and information involving the investment of pension assets, funding mechanisms, investment vehicles and legislative developments affecting pension investors. It also offers a variety of staff-written columns and outside authored articles by investment professionals.

Research Studies Available: Contact Publisher

Business (general) (continued)

(Continued from page 100)

Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Research Studies Available: Contact Publisher

Dun's Review

Technical Publishing Company (212) 489-3466
Publisher: Robert A.Potts **Advertising Director:** James Cerbone

Dun's Review is edited for corporate management. The magazine offers in-depth information and analysis of trends in: corporate performance; government vs. business; stockholder relations; foreign markets; tax matters; economic forecasting; executive compensation; corporate ethics; executive development and corporate communications.

Research Studies Available: Combustion Engineering Study, Associates in Research Behavior, June 1979; Dravo Study, Erdos & Morgan, February 1980; Boise Cascade Study, Erdos & Morgan, April 1980.

Forbes

Forbes Publishing Co (212) 620-2200
Publisher: James J. Dunn **Advertising Director:** Stephen G. Nicoll

Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures and a Money and Investments Section wherein columnists report on the Economy, Stocks, Funds and other money markets.

Research Studies Available: A Survey of the Reading Preferences of Corporate Officers in 1300 of Americas Largest Companies, Erdos & Morgan, Sept 1980.

Fortune

Time Inc. (212) 586-1212
Publisher: Edward Patrick Lenahan **Advertising Director:** James B. Hoefer

Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose leisure activities, from science to technology to business personalities. Business Roundup reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Research Studies Available: DDP Decisions - A Study of Decisions to Distribute Data Processing Operations in Major Corporations, Belknap Data Solutions Ltd, Feb. 1981; Survey of Office Planning and Design, Erdos and Morgan, June 1980; Business and Banking, Belknap Data Solutions Ltd., June 1978.

Harvard Business Review

Harvard Business Review (401) 861-4380
Publisher: Ernest D. Frawley **Advertising Director:** Harold R. Ellsworth

Harvard Business Review publishes articles on a broad range of management topics. Articles can be classified as either expositions of current business practice or designed to stretch the businessman's thinking.

Research Studies Available: Contact Publisher

Inc.

Goldhirsh Group (212) 986-2161
Publisher: Bernard A. Goldhirsh **Advertising Director:** Robert Boris

Inc. Magazine is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affects them.

Research Studies Available: Office Technology I - IV, Beta Research Corp; Financial Survey, Beta Research Corp; Building & Site Selection Survey, Beta Research Corp; Consumer Survey, Beta Research Corp.

stry Week

on/IPC, Inc. (216) 696-7000
lisher: Patrick B. Keefe **Advertising Director:** Doris R. Mitchell

ustry Week is edited for the management of industrial firms. It in-rprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include: Memos, Personal, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington, World.

Research Studies Available: Contact Publisher

Nation's Business

U.S. Chamber of Commerce (212) 557-9886
Advertising Director: Brett Perrine

Nation's Business is edited for those in business, industry and national affairs, it covers economic trends, government actions, international developments and legislative issues.

Research Studies Available: Contact Advertising Director

Sales & Marketing Management

Bill Communications, Inc. (312) 782-1266
Publisher: Ken Reiss **Advertising Director:** Donald Mates

Sales & Marketing Management is published for executives responsible for the sale and marketing of their companies products and services.

Research Studies Available: Survey of Buying Power I, July , Market Statistics; Survey of Buying Power II, October , Market Statistics.

Washington Report

United States Chamber of Commerce (212) 557-9887
Advertising Director: Jerry V. Camporine

Washington Report is a newspaper focusing on reporting and analyzing business news generated in the nation's capital, by the administration, the Congress, and the courts. Coverage centers on issues involving the economy/inflation, taxes, government regulation of business, foreign trade, and labor law.

Research Studies Available: Contact Publisher

General interest: literature and commentary *(continued)*

(Continued from page 119)

profiles and fiction. The focus of Esquire is toward man's new role in society and helping him to successfully cope with his new lifestyle.

Research Studies Available: Contact Publisher

Harper's Magazine

Harper's Magazine Co. (212) 481-5220
Publisher: Joseph Diana

Harper's Magazine is written for an audience with intellectual curiosity and a concern for the national well-being. It deals primarily with ideas in fields ranging from oceanography to economics, from theatre to religion.

Research Studies Available: Contact Publisher

The New Yorker

The New Yorker (212) 840-3800
Publisher: George Green **Advertising Director:** Robert Young

The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical 'Profiles,' short fiction, poetry, and 'Letters' from correspondents around the world. A listing of 'Goings On' in New York precedes 'The Talk of the Town,' an every-issue assortment of essays, interviews, and anecdotes.

Research Studies Available: The New Yorker Guide to Selective Marketing, Research Dept. 1980; 1980 Automotive Study, Research Dept. Available June 1981; 1979 Air Departures, Research Dept. April 1981.

Reader's Digest

Reader's Digest Assn, Inc. (212) 972-4000
Publisher: Richard F. McLoughlin **Advertising Director:** James Sheridan

Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are 'digested' from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self improvement, psychology, ecology, government, world affairs, crime, community action, health, 'Unforgettable Characters,' campus employment, sports, travel, science and invention, 'Word Power,' 'Humor in Uniform' and other broad interest subjects.

Research Studies Available: Contact Publisher

Rolling Stone

Rolling Stone (212) 758-3800
Publisher: Jann S. Wenner **Advertising Director:** D. Claeys Bahrenburg

Rolling Stone is edited for young adults, with a special emphasis on popular music, politics and American society. Regular features include state- of-the-art audio, hi-fi and photography columns; film, jazz, record and book reviews; reader correspondence; interviews and photojournalism features. Special issues include Audio and Photo Supplements.

Research Studies Available: Contact Publisher

Saturday Evening Post

Curtis Publishing Co, Inc. (317) 634-1100

Publisher: Dr. Cory SerVaas **Advertising Director:** Don Sutton

Saturday Evening Post is a general interest magazine containing fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles centering on opinion and comment, self-improvement, government, world and community affairs, sports, ecology, education, science, health, personal interviews of distinguished or especially interesting people, music, literature, art, travel, and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, the traditional humorous 'Postscripts,' editorials, etc.

Research Studies Available: Contact Publisher

Saturday Review

Macro Communications,Inc. (212) 826-4360
Publisher: Robert I. Weingarten **Advertising Director:** James C. Mason

Saturday Review is edited for those whose interests include books, theatre, movies, home entertainment, music, art, dance, photography and travel. It is a prospective on events and happenings in the cultural world. The magazine uses critics and authors as writers and includes such features as an international cultural event, previews, interviews with creative people, Private Collections, cartoons, word games, and a rating system which awards one or more Phoenix symbols for meritorious artistic and cultural offerings.

Research Studies Available: Contact Publisher

TWA Ambassador

The Webb Co. (612) 690-7439
Publisher: Brian Kennedy **Advertising Director:** Joseph Paulsen

TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is inflight information, TWA route maps, information on TWA cities.

Research Studies Available: Contact Publisher

Home service (continued)

(Continued from page 124)

crafts, furnishings, and architecture of the 17th, 18th and 19th centuries, and on modern interpretations of the life and style of those times for those who wish to restore, decorate or build in early American style. Antiques, restoration and refinishing, travel to historic sites, cooking and recipes of the period as well as social history are featured.

Research Studies Available: Contact Publisher

Family Handyman

The Webb Company (612) 690-7326
Publisher: Howard Jones **Advertising Director:** Greg Carey

The Family Handyman is edited for the homeowner who wants to improve, maintain and repair his home and grounds. Editorial is presented in step-by-step style. Emphasis is on improvements. Each issue carries information on repairs appropriate to the season and articles of a more general nature such as what the homeowner should know about paints, caulking, masonry, hand and power tools, etc., and their uses. Departments include questions and answers, new products and literature and use-test reports on selected item of interest.

Research Studies Available: Contact Publisher

Flower & Garden Magazine

Modern Handcraft, Inc.
Publisher: John E. Tillotson II **Advertising Director:** Bradford B. Reynolds

Flower & Garden editorial takes a how-to gardening approach concentrating on upkeep, planting problems, tree, shrub, lawn, flower and vegetable growing, indoor plant interests, specialty plant hobbies, flower arranging and other creative activities related to horticulture.

Research Studies Available: The Gardening Market as of May 1980, by Home Arts Research Company.

Home (Hudson) Magazine

Hudson Publishing Co. (201) 967-7520
Publisher: Thomas A. Wolf **Advertising Director:** Thomas L. Carey

Hudson Home Magazine provides practical ideas and down-to-earth advice for men and women planning to remodel or improve an existing home or build a new one. The emphasis is on the physical structure of the house itself, rather than activities in and around the home, such as cooking, entertaining, gardening and travel. Each issue also offers tips on working with architects, contractors and designers. Departments include news of interest to homeowners, product features, home plans, how-to information and listings of brochures and product literature that is available from manufacturers.

Research Studies Available: Contact Publisher

House & Garden Magazine

Conde Nast Publications (212) 880-8007
Publisher: Ralph Timm **Advertising Director:** Robert Dibb

House & Garden is a home-oriented magazine that is about Living Now. In every issue, new houses, apartments, remodeling projects and restorations are reported on in detail; features on interior design, kitchen planning and cooking, gardening, energy conservation, nutrition, beauty and health are offered regularly. A special Wine & Food section features menus, recipes, gourmet tips and party strategies each month. Leisure living ideas, including home entertainment, creative crafts, sports and travel are presented on a regular basis.

Research Studies Available: How the Baby Boom Generation is Living Now, 1981, Lou Harris

House Beautiful

Hearst Publications (212) 935-8554
Publisher: Thomas P. Losee,Jr. **Advertising Director:** David J. Moore

House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advance design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Research Studies Available: House Beautiful's - Vol 1 - Homes, Remodeling, Home Furnishings; Vol 2 - Grocery Shopping, Home Entertainment, Alcoholic Beverages; Vol 3 - Beauty, Personal Care .

Houston Home/Garden

Houston Home/Garden (713) 524-3000
Publisher: Mark B. Inabnit **Advertising Director:** Barbara McNally

Houston Home/Garden is edited for families concerned with creative surroundings and covers the aspects of shelter and contemporary living in the Houston area. Feature articles deal with building, remodeling, maintenance, furnishings and related products and services. Regular monthly departments cover dining out, the arts, wines, books, and antiques. Feature articles on travel are included regularly. Approximately one- third of each issue is devoted to decorating and a feature home; one-third to gardening and landscaping and a third to food and information/lifestyle subjects.

Research Studies Available: Contact Publisher

Metropolitan Home

Meredith Corporation (515) 284-3000
Publisher: Harry Mays **Advertising Director:** Bob Phelps

Metropolitan Home is edited for younger educated adults. The magazine's starting point is the home - its beauty, design, style, furnishings and fashion. From that vantage point, the magazine presents regular features on food, spirits and wine and creative entertaining. Attention is given to travel, automobiles and other transportation as well as to audio-visual equipment, electronics, appliances, collectibles and health and beauty. Special emphasis is focused on finding, choosing and financing equity properties - houses, condominiums, coops, townhouses, lofts and vacation homes.

Research Studies Available: Contact Publisher

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New Shelter

Rodale Press, Inc. (215) 967-5171
Publisher: Robert Teufel **Advertising Director:** Sanford T. Beldon

New Shelter is edited for people who wish to gain increased personal independence through 'do-it- yourself' activities around the home. Feature articles include new home planning, home improvement, alternate sources of energy, energy conservation, gardening and landscaping. How-to articles, plans and projects range from small woodworking projects through construction of complete homes, greenhouses or other outbuildings.

Research Studies Available: Contact Publisher

1,001 Home/Decorating Ideas

Family Media, Inc. (212) 677-0870
Advertising Director: Philip J. Titolo

1,001 Home/Decorating Ideas, a shelter magazine is edited for homeowners interested in interior design, remodeling, building and better living. 'How America Copes' a regular home feature offers solutions to specific family living problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment appear in each issue. 'Can Do Clinic' presents step by step instructions for do-it-yourselfers. Entertainment, food and craft articles appear regularly. 'Let's Fix It,' new home repair section contains helpful hints to homeowners. Also 1,001 Buying Guide and 1,001 Booklets Section run in each issue.

Research Studies Available: Contact Publisher

Organic Gardening

Rodale Press, Inc. (215) 967-5171
Publisher: Sanford T.Beldon **Advertising Director:** Craig Neal

Organic Gardening is edited for the home gardener interested in growing a variety of plantings without the use of chemicals. Coverage is divided between the growing and care of vegetables, fruits, and flowers. Monthly features include reports on the use of power equipment in gardening, soil care and maintenance, insect control and outdoor living. Landscaping topics including articles on grass care and proper placement care of trees and ornamentals. Periodic reports on results of gardening exeriments. Includes articles on natural food, food preparation and home improvement projects.

Research Studies Available: Contact Publisher

Southern Living

Southern Living, Inc. (205) 870-4440
Publisher: Emory Cunningham **Advertising Director:** Jim DeVira

Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertainment.

Research Studies Available: Contact Publisher

Sunset

Lane Publishing Co. (415) 321-3600
Publisher: L.W. Lane,Jr. **Advertising Director:** Richard T. Bristol

Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a 'how- to-do-it' guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Research Studies Available: Home Improvement, 1980; Burke Travel Study, 1979; Sunset Grocery Trend for WAFC, 1981; Quarterly Omni Study.

Lifestyle: dual audience (continued)

(Continued from page 131)

Research Studies Available: Contact Publisher

High Times

Trans-High Corporation (212) 481-0210
Publisher: Andy Kowl **Advertising Director:** Debbie Smallman

High Times carries news and features about modern lifestyles and culture, viewed from alternative perspectives. Its coverage includes: music, politics, fashion, technology, sex, and sports. Also covers recreational drug use, foreign travel, mysticism, and the occult. Gives advice on alternative living, including how to develop independent means of housing, food, transportation and entertainment. Carries photographs, cartoons, and illustrations pertaining to the above subject matter.

Research Studies Available: Contact Publisher

Metropolitan Home

Meredith Corporation (515)284-3000
Publisher: Harry Myers **Advertising Director:** Bob Phelps

Metropolitan Home is edited for younger educated adults. The magazine's starting point is the home - its beauty, design, style, furnishings and fashion. From that vantage point, the magazine presents regular features on food, spirits and wine, and creative entertaining. Attention is given to travel, automobiles and other transportation as well as to audio-visual equipment, electronics, appliances, collectibles and health and beauty. Special emphasis is focused on finding, choosing and financing equity properties - houses, condominiums, co-ops, townhouses, lofts and vacation homes.

Research Studies Avialable: Contact Publisher

Money

Time Inc. (212) 841-4011
Publisher: John U. Crandell **Advertising Director:** Daniel E. Zucchi

Money is a magazine of personal and family finance. It reports, interprets and advises upon subjects of interest to those who seek greater control over personal income. It provides guidance on making, spending and preserving money. Subject matter ranges from personal finance, stocks and insurance, to travel and household economics. Each article emphasizes individual viewpoints, real situations and specific advice.

Research Studies Available: American Consumer, Lieberman Research, 1981; Top of the Market, Money Marketing, November 1980.

Mother Earth News

The Mother Earth News, Inc. (212) 921-9090
Publisher: Robert M. Lieb **Advertising Director:** William Elisburg

Mother Earth News is a lifestyle service magazine for individuals and families seeking personal fulfillment through increased self-reliance, ecologically sound growth, and individual accomplishment. It provides practical how-to-do-it information on food, gardening, home improvement, energy use and conservation, appropriate technology, family economics, and selective buying of quality products.

Research Studies Available: Contact Publisher

New York

New York Magazine (212) 880-0700
Publisher: Cathleen Black **Advertising Director:** David O'Brasky

New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, phychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion and a broad range of subjects.

Research Studies Available: Contact Publisher

Organic Gardening

Rodale Press, Inc. (215) 967-5171
Publisher: Sanford T. Beldon **Advertising Director:** Craig Neal

Organic Gardening is edited for the home gardener interested in growing a variety of plantings without the use of chemicals. Coverage is divided between the growing and care of vegetables, fruits and flowers. Monthly features include reports on the use of power equipment in gardening, soil care and maintenance, insect control and outdoor living. Landscaping topics include articles on grass care and proper placement of trees and ornamentals. Periodic reports on results of gardening experiments. Includes articles on natural food, food

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preparation and home and grounds improvement projects.

Research Studies Available: Contact Publisher

Prevention

Rodale Press, Inc. (215) 967-5171
Publisher: Marshall Ackerman **Advertising Director:** Jules Richards

Prevention focuses on health and personal fitness. Its editors present current medical and scientific research findings in non-technical articles stresssing specific, in-depth information on improving the total living experience. Editorial service covers such topics as natural foods, nutritional supplements, meal planning and preparation, medical treatments, and exercise. In addition, the magazine reports monthly on many aspects of the contemporary lifestyle, including beauty, recreation and travel.

Research Studies Available: Contact Publisher

Psychology Today

Ziff Davis Publishing Co. (212) 725-3900
Publisher: Gerald G. Hotchkiss **Advertising Director:** Donald H. Reis

Psychology Today is edited to present scientifically accurate psychological information in language meaningful to the educated layman. It covers personal, family, and organizational interests from the viewpoint of why people behave as they do. Special attention is given to the graphic presentation of editorial material. Regular features include book reviews, editorials, interviews, bibliographies and biographical sketches of contributors.

Research Studies Available: Psychology Today 1979 Automotive Survey, MPI Marketing Research; Psychology Today Vitalgraphics, 1978/79 Simmons.

Town & Country

Hearst Magazine Division (212) 935-5900
Publisher: David McCann **Advertising Director:** Trish Birch

Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Research Studies Available: Shopping Habits Study, Detroit; Shopping Habits Study, Los Angeles,Boston,Atlanta,Houston.

Travel & Leisure

American Express Publishing Co. (212) 399-2500
Publisher: John S. Connors **Advertising Director:** Patrick Foglia

Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure-time pursuits.

Research Studies Available: The 6th Annual World Tourism Overview, by American Express Publishing Co, July 1981

Yankee

Yankee, Inc. (603) 563-8111
Publisher: Robert Trowbridge **Advertising Director:** Robert P. Pettegrew

Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays and food, travel, shopping, as well as other service departments.

Research Studies Available: Contact Publisher

Music & equipment (continued)

(Continued from page 146)
Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Country Style, Creem, Hi-Fi Stereo, Hit Parader, Sheet Music ; and 26 non- audited magazines that accept advertising.*
Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Audio

CBS Publications, Inc. (212) 975-7801
Publisher: Jay L. Butler

Audio is edited for stereo equipment enthusiasts, music-listening devotees, and professionals in the sound field. Each includes equipment and LP record reviews for the buying guidance of readers: articles on stereo high fidelity equipment, as well as on audio and recording for the professional, serious amateur, and hobbyist; a variety of features by audio columnists; new products. 'What's New in Audio' and Question and Answer columns.

Research Studies Available: Contact Publisher

Circus Magazine

Circus Enterprises Corp. (212) 832-1626
Publisher: Gerald Rothberg **Advertising Director:** Steve Rosenfield

Circus Magazine is a music and youth life-style publication which covers a broad range of subjects for readers 16 to 26 years old. Articles on contemporary music comprise 70% of copy with the remainder devoted to personalities in the entertainment world. Approximately one-third of the magazine is devoted to such non-musical subjects as job opportunities social issues, etc. Regular sections cover trends and products in audio and musical instrument development, and a record review section is included in every issue.

Research Studies Available: Contact Publisher

Country Music

Country Music Magazines, Inc. (212) 685-8200
Publisher: Wesley Wood **Advertising Director:** Richard Harbert

Country Music Magazine is edited for enthusiasts who have a wide, general interest in the field of country music, especially as it relates to the professional and personal lives of the performers. Each issue carries interviews with recording artists, feature stories relevant to lifestyles of both performers and the magazine's readers. News about the music business, record reviews, movie reviews, features on audio and other home-entertainment equipment and on musical instruments are presented regularly.

Research Studies Available: Contact Publisher

High Fidelity

ABC Leisure Magazines, Inc. (413) 528-1300
Publisher: Steven Rosenbaum **Advertising Director:** Seymour Resnick

High Fidelity contains feature articles and news about classical and popular music and musical personalities, articles and news about consumer and semi-professional audio and video equipment and musical instruments, and critical reviews of recordings and audio and video equipment.

Research Studies Available: Contact Publisher

Rolling Stone

Rolling Stone (212) 758-3800
Publisher: Jann S. Wenner **Advertising Director:** D. Claeys Bahrenburg

Rolling Stone is edited for young adults, with a special emphasis on popular music, politics and American society. Regular features include state- of-the-art audio, hi-fi and photography columns; film, jazz, record and book reviews; reader correspondence; interviews and photojournalism features. Special issues include Audio and Photo Supplements.

Research Studies Available: Contact Publisher

Stereo Review

Ziff Davis Publishing Co (212) 715-3540
Publisher: Sidney Holtz

Stereo Review is edited for those people who have a universal interest in music and the best means of reproducing it. Each issue features articles, departments and reviews devoted to classical, popular, jazz and folk music, as well as equipment that reproduces this music.

Research Studies Available: Contact Publisher

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Sports: general interest *(continued)*

(Continued from page 162)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Athletic Journal, Coaching Women Athletes, Scholastic Coach*; and 7 non- audited magazines that accept advertising.

Inside Sports

Newsweek, Inc. (212) 350-2602
Publisher: Dan Capell **Advertising Director:** Frank Tortorello

Inside Sports concentrates on in-depth coverage of the four major sports - football, basketball, baseball and hockey. Aimed at the true sports fan, it capitalizes on local stories by featuring regional coverage. Each month the magazine profiles teams or individuals by getting behind the scenes of those who are vital to their respective sport. It also previews, reviews, and analyzes league races and playoffs. Also featured are monthly columns by noted writers on style, culture, media, food, medicine and money, as each relates to spectator sports.

Research Studies Available: Contact Publisher

Sport

Sports Media Corporation (212) 872-8010
Publisher: Don Hanrahan **Advertising Director:** Tom Brown

Sport is edited for the male sports enthusiast who is both a spectator and a participant. It profiles personalities of the major professional and college sports, including athletes, coaches and managers, and, occasionally, owners of professional franchises. It regularly publishes special investigative reports on issues and controversies and a monthly interview provides a forum for opinion. Regular departments include newsworthy people or events, previews of new seasons or premiere events, the humor of sport, analytical ratings of players and teams, and a picture essay usually on a recreational or leisure sport.

Research Studies Available: Contact Publisher

The Sporting News

Sporting News Publishing Co. (314) 997-711
Advertising Director: Kent T. Valandra

The Sporting News is edited for followers and participants of the ma
jor sports such as baseball, football, basketball, hockey, etc. In addi
tion to regular feature stories, statistics are carried each week in
cluding averages, standings, summaries, etc.

Research Studies Available: Contact Publisher

Sports Illustrated

Time Inc. (212) 841-323
Publisher: Philip G. Howlett **Advertising Director:** Donald J. Barr

Sports Illustrated reports and interprets the world of sport, recreatio
and active leisure. It previews, analyzes and comments upon majo
games and events, as well as those noteworthy for character an
spirit. It features individuals connected to sport and evaluates trend
concerning the part sport plays in contempory life. It provides instruc
tion for both participants and spectators. Articles range throug
various fields: Travel, architecture, art, fashion, physical fitness, an
conservation. Special departments deal with sports equipment, book
and statistics.

Research Studies Available: Contact Publisher

Travel *(continued)*

(Continued from page 168)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Discovery, Michigan Living, Motor News, Trains . and 32 non-audite
magazines that accept advertising.*

Motorland

California State Automobile Assn. (415) 565-2454
Advertising Director: Douglas Chambers

Motorland is edited for AAA members who reside in Northern California and Nevada. Feature articles seek to promote interest in and enjoyment of outdoor recreation, participation in popular leisure activities and travel locally, nationally and internationally, by automotive as well as by commercial carriers. Service articles cover developments in the automotive, highway and safety fields, and accommodations. Regular departments include a calendar of coming events in the area, a roundup of short news items, editorials by the Association and tips for the traveler.

Research Studies Available: Contact Publisher

Signature

Diner's Club,Inc. (212) 888-9450
Publisher: Harry C. Egner **Advertising Director:** Norman Aronson

Signature is edited as a guide to leisure time activities. The majority of the stories are travel related and cover destinations world wide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sports, lifestyle trends, best buys in quality foods, arts and culture and occasional profiles.

Research Studies Available: Contact Publisher

Travel & Leisure

American Express Publishing Co. (212) 399-25
Publisher: John S.Connors **Advertising Director:** Patrick Foglia

Travel & Leisure Magazine contains articles and service informati
concerning travel, hotels, dining, wine and spirits, hobbies and ente
tainment. It is a lifestyle magazine devoted to pleasures and leisur
time pursuits.

Research Studies Available: The 6th Annual World Tourism Overvie
by American Express Publishing, Co. July 1981

Travel/Holiday

Travel/Holiday Magazine (516) 352-97
Publisher: Sheldon R. Shane **Advertising Director:** Ruth Halpert

Travel/Holiday is edited for the frequent pleasure traveler who visi
foreign and domestic tourist destinations several times a ye
Feature articles stress off-season, off-the-beaten destinations as w
as more standard, popular tourist areas. Articles include 'how to' inf
mation and prices where appropriate. Regular monthly sections
clude the Travel Advisor with Late Travel News and Ideas and t
Travel Digest with information on tourist and special travel package
Other regular features include food and beverage articles, recreatio
vehicles, photography and travel health columns, the Annual Tra
Holiday Fine Dining Awards Guide and special sections on particu
areas.

Research Studies Available: Contact Publisher

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Weeklies *(continued)*

(Continued from page 176)

written and edited to give readers a sharper insight into the overall significance of events and personalities. Regular features cover food, fashions, interior design, child care and training, crossword puzzles, Russell Baker's humorous column 'Observer' a look at life's lighter side.

Research Studies Available: Contact Publisher

The New Yorker

The New Yorker (212) 840-3800
Publisher: George Green **Advertising Director:** Robert Young

The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical 'Profiles,' short fiction, poetry, and 'Letters' from correspondents around the world. A listing of 'Goings On' in New York precedes 'The Talk of the Town,' an every issue assortment of essays, interviews, and anecdotes.

Research Studies Available: The New Yorker Guide to Selective Marketing, by New Yorker Research Dept, 1980; 1980 Automotive Study, by New Yorker Research Dept, 1981; 1979 Air Departures, by New Yorker Research Dept, 1980.

Newsweek

Newsweek, Inc. (212) 350-2900
Publisher: Charles J. Kennedy **Advertising Director:** James W. Allbaugh

Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, The Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and of the nation. Articles are usually illustrated with relevant charts, maps, cartoons and photographs. The reader's views are amplified by a number of columns of opinion on national and international trends in politics, the economy, personal business, the Washington scene, current affairs, lifestyles.

Research Studies Available: 1. Eyes on Television 1980, Audits & Surveys; 2. A Comparison of Drinking Patterns Among Adults Ages 21 - 34, & 35 - 54, 1980, by Factline, Inc; 3. The U.S. Market for Beverage Alcohol, 1980, by Clark Gavin Assoc.,Inc.; 4. 1979 Magazine Advertising Investments - Liquor,Wine & Malt-Beverage Industries, by Clark Gavin Assoc.Inc.; 5. A Comparison of On-Premise vs. Off-Premise Drinking Patterns, 1979, by Clark Gavin Assoc.,Inc.; 6. Buyers of New Domestic Cars, 1979, by Beta Research Corp; 7. Buyers of New Imported Cars, 1979, by Beta Research Corp; 8. Buyers of New Light Utility Vehicles, 1979, By Beta Research Corp; 9. Automobile Leasing, 1978, by Factline, Inc; 10. Retail Tire Survey Conducted in Morgantown, W.V., June 1979, by Bill Nieman and David McCourt of Newsweek; 11. Tire Purchase Study, August 1979, by Home Testing Institute's Natonal Consumer Panel; 12. Word Processing - A Survey of Perceptions and Attitudes of Middle Management, 1980, by Business Research Associates, Inc.; 13. Still Camera Purchase Survey, July 1980, by Disco Communications; 14. Movie Cameras - An Explosion of Consumer Attitudes and Purchase Behavior, May 1979, by Decisions Center, Inc; 15. A Study of Key Influences On the Executive Decision Making Process, October 1979, by Associates for Research in Behavior; 16. A Study of the Fragrance Buying Habits of Newsweek Readers, 1980, by Newsweek Product Marketing; 17. Attitudes Toward and Usage of Selected Health Care Products, 1980, by Market Probe In-ernational; 18. Cosmetics, Toiletries, Fragrances - A 12 Market Survey, 1979, by FCI-Marketing Coordinators, Inc; 19. A Study of Women's Skin Care Usage, Attitudes and Behavior, 1981, by Product Marketing Magazine; 20. Travel, Hotel, Resort Industries, 1979, by Magazine Advertising Investments; 21. 1980 Travel & Tourism In-elligencer, by Travel & Tourism Executive Newsletter; 22. A Study of Remodeling Activity Among Homeowners, July 1980, by Factline, Inc; 23. Stereo Ownership, Purchase Patterns & Usage - A Profile of 18 - 49 Year Olds, April 1978, by Marketing & Research Counselors, Inc; 24. In-urance & Money Management: Male/ Female Attitudes and Purchase Behavior, 1980, by Scarborough Research Corp; 25. An Insight into Consumer Attitudes Toward Heat Pumps by Market Probe Interna-ional, Inc; 26. Reactions to Package Goods Advertising Among Men and Women Who Read Newsweek, Feb 1978 & June 1877, by Oxtoby-Smith, Inc; 27. How Newsweek Subscribers and Non-Subscribers Feel About the Energy Situation, July 1979, by Sindlinger & Company; 28. The Role Men Play in the Selection of Food Products - A Supermarket Survey, June 1979, by Factline, Inc.

Parade

Publisher: W.J. Reynolds **Advertising Director:** J. Martise

Parade is general interest publication edited for a mass audience. Parade's editorial content concentrates on people, education, the Washington and Hollywood scenes, science and medicine, keeping a close watch on changing tastes and trends. The content is approximately 55% text and 45% photos. Articles run from 200 to 3000 words. Parade is interested in getting the feature angle behind the stories in the news with an emphasis on human interest as well as anecdotal material.

Research Studies Available: Contact Publisher

People

People Magazine (212) 586-1212
Publisher: Richard Durrell **Advertising Director:** Richard Thomas

People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People weekly also profiles relatively unknown individuals who lead unusual inspiring or interesting lives.

Research Studies Available: Contact Publisher

The Sporting News

Sporting News Publishing Co. (314) 997-7111
Publisher: Kent T. Valandra **Advertising Director:** Kent T. Valandra

The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories statistics are carried each week including averages, standings, summaries, etc.

Research Studies Available: Contact Publisher

Sports Illustrated

Time Inc. (212) 841-3234
Publisher: Philip G. Howlett **Advertising Director:** Donald J. Barr

Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: Travel, Architecture, Art, Fashion, Physical Fitness and conservation. Special departments deal with sports equipment, books and statistics.

Research Studies Available: Contact Publisher

The Star

The Star (212) 557-9200
Publisher: Ian G. Rae **Advertising Director:** Edward R. Zemlock

The Star is a general interest newsmagazine edited for the entire family. It contains news about television and Hollywood celebrities homemaker service features such as shopping tips, dress patterns and diets advice on your health from medical doctors and psychologist, politcal news about the Washington scene, horoscopes, and astrological predictions.

Research Studies Available: Contact Publisher

Time

Time Inc. (212) 586-1212
Publisher: John A. Meyers **Advertising Director:** William M. Kelly

Time, The Weekly Newsmagazine is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in Time is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theatre and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

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Research Studies Available: 1.Yankelovich II, A Study of Corporate Advertising Effectiveness, by Time Inc; 2. Profile of the Profitable Guest, A Survey of Key Factors in Selecting Motels and Hotels; 3. Quiet Revolution, Facts and Figures on the Role of Women in the 1980's, by Time Inc; 4. Small Computers for Small Businesses, A Study of a Fast-growing Market for Computer Manufacturers, by Time Inc; 5. Convention Marketing, Key Facts Behind the Convention Boom, Including Where the Big Spending Conventioneers Are Coming From, by Time Inc; 6. The Affluentials, A Study of American Adults with HHI of $40,000 Plus Who Now Controls up to 80% of All Personal Wealth in the U.S., by Time Inc. 7. ZIP Marketing Case Histories, More than 1,000 Analyses of Product Sales by Zip Codes, by Time Inc; 8. Who's at the Wheel, the Who, How, and Why of Car Renters across the Country, by Time Inc; 9. Career Women Study, Who They Are, How Do They Shop, What Do They Read., by Time Inc.; 10. The Home Video Market, What You'll Be Looking at in the Years Ahead, and What You'll Be Viewing It on - Laser, Disc - and What It Will Cost., by Time Inc.

TV Guide

TV Guide (215) 293-8630
Advertising Director: Eric Larson

TV Guide covers the world of television. It reports television's news, reviews its programs and profiles both on and off the screen personalities; features sports, food recipes, and fashions; discusses televisions achievements and its problems. Each issue contains programming information for separate editions.

Research Studies Available: Contact Publisher

U.S. News & World Report

U.S. News & World Report (212) 246-3366
Publisher: William G. Dunn **Advertising Director:** William G. Dunn

U.S. News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.

Research Studies Available: 'Small Business as a Market for Insurance,' conducted by U.S. News & World Report and The Life Insurance Marketing and Research Association; 'Companies, Issues, and Media, A Report on Corporate Advocacy Advertising from the U.S. News & World Report.' Published in 1978, the report includes information from a number of sources. A limited number of copies is available; 'Corporate Advertising and the Bottom Line,' 1981. A U.S. News and World Report analysis of information from a number of sources on the impact and value of corporate advertising.

Us

Peters Publishing Co. (212) 340-7500
Publisher: Peter Callahan **Advertising Director:** Garey T. Symington

Us is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. Us also features films, music and television critics and commentators.

Research Studies Available: Contact Publisher

Youth (continued)

(Continued from page 204)

Research Studies Available: Contact Publisher

Seventeen

Seventeen Magazine (212) 759-8100
Publisher: Frank G. Wolf **Advertising Director:** Robert S. Bunge

Seventeen Magazine is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and pictorial deal with a wide range of themes: why the high cost of clothes; problems of growing alcoholism amoung teenagers; discussions of boy-girl relationships; the impact of women's liberation; etc. Regular monthly departments highlight beauty, fashion, home, food, travel and careers. Monthly columns include Relating (where reader questions are answered); Hot Lines; Free For All; Here's How; Entertainment (with an emphasis on movies, records, TV and personalities).

Research Studies Available: Cosmetic Survey, 1980; Skin Care Survey, 1979; Fragrance Survey, 1979; Hair Care Survey, 1979; Personal Hygiene Survey, 1979; Back to School Survey, 1981; Spring Apparel Survey, 1980; Home Furnishings Survey, 1979; Food Survey, 1979; Automotive Survey, 1979; Lingerie, Hosiery Foundations, 1980. (All surveys listed above conducted by Seventeen Magazine.)

16 Magazine

16 Magazine, Inc. (212) 489-7220
Publisher: Katherine Young

16 Magazine is an entertainment publication for teens which includes actual private interviews, inside scoops and personal pictures of young performers on the youth-oriented entertainment scene. Monthly columns also include self-help features with emphasis on the physical, emotional and social problems of adolescents.

Research Studies Available: Contact Publisher

'Teen

Petersen Publishing Co. (213) 657-5100
Publisher: Robert F. MacLeod **Advertising Director:** Robert Brown

'Teen is a publication for active, involved 12 -19 year old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people - sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance, and popular entertainment. Special features include advice columns 'Dear Jill,' 'Dear Jack,' 'Dear Doctor,' 'Dear Beauty Editor,' - as well as fiction, poetry, hollywood gossip, motion picture and TV fan information, 'Teen Tested Topics.

Research Studies Available: Contact Publisher

Tiger Beat

The Laufer Co. (213) 467-3111
Publisher: Ralph Benner **Advertising Director:** Frank Kilpatrick
Research Studies Available: Contact Publisher

Construction & engineering (continued)

(Continued from page 270)

Construction Equipment

Cahners Publishing Co. (312) 372-6880
Publisher: Robert F. De Frelias

Construction Equipment is edited for owners and managers of construction equipment including trucks. It contains information on the management, use, purchasing, maintenance, and evaluation of equipment. Editorial approach emphasizes ways readers can improve efficiency and productivity. Issues include articles on equipment trends, industry impact reports, future equipment application potentials, the strategy and philosophy of leading equipment-owning grants, successful field and shop maintenance, user equipment evaluations, and design trends that impact maintenance practices. Coverage includes various aspects of construction equipment, including earthmoving, lifting/hoisting, paving/materials protection, trucking/hauling, mining/tunneling, utility/light equipment, and safety/security.

Research Studies Available: Contact Publisher

Engineering News-Record

McGraw Hill Publishing Co. (212) 997-2961
Publisher: D.J. McGrath **Advertising Director:** J.W. Patten

Engineering News-Record is a news magazine reporting Business News and Technical News related to developments in the design and construction of highways, buildings, transportation, water and sewage, etc...the various types of construction other than homebuilding. Regular Business News includes: construction contract awards, planned projects, bid dates, legislation, labor costs prices, wages; profiles of people and companies; employment Technical News includes: design and construction case histories; job stories, accidents, failures, safety; planning; site selection; materials and equipment. Coverage is international in scope.

Research Studies Available: Pre-Engineered Metal Building Survey, by Information Research Service, January 1979; Heavy Truck Survey, by Information Research Service, January 1979; Associated Equipment Distributors Study, by Glen Oaks Research & Statistical Services, October 1980; Pond Liner Market Research Study, by Engineering News-Record, May 1980; Survey of the Use of Lubricants in Construction, by Engineering News-Record, November 1980.

Highway & Heavy Construction

Technical Publishing Company (312) 381-1840
Publisher: Robert T. Wilson **Advertising Director:** James O. Green

Highway & Heavy Construction is written for contractors, materials producers and government officials involved in the construction, maintenance and administration of highway/ heavy/excavating construction projects. Roads, streets, bridges, dams, resevoirs, pipelines, tunnels, foundations, sewers, mine stripping (by contractors) and etc. are covered by job method reports and technically oriented articles. Business management, equipment utilization and maintenance, technological and materials developments are also fully covered. New product development and industry news form part of every issue.

Research Studies Available: Profile of the Highway & Heavy Construction Contractor, 1979; Truck Study, 1979; Crane Study, 1980; Reading Habits Study, 1980; Analysis of the Census of Construction Industries, 1980.

Food service & restaurants (continued)

(Continued from page 280)

Magazines listed above are from the Folio 400. Other magazines that compete in this market but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Chef Institutional, Cooking For Profit, Fast Service, Food Management, Foodservice Distribution News, Foodservice Equipment Specialist, Food Service Marketing, Foodservice Product News, Journal of the American Diabetic Association, Kitchen Planning, Metropolitan Restaurant News, School Foodservice Journal*; and 7 non-audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Nation's Restaurant News

Lebhar-Friedman, Inc. (212) 371-9400
Publisher: Thomas J. Haas **Advertising Director:** Arthur Rosenfield

Nation's Restaurant News is a National Newspaper for foodservice operators who are (a) executives of multi-unit food service corporations, (b) owners of larger single-unit restaurants. A national newsgathering network reports the fast-moving changes taking place in today's sophisticated food service industry. Regular features include fortnightly commodity outlook, Washington legislative outlook, plus new technological developments in food service equipment and food products.

Restaurant Business

Bill Communications, Inc. (212) 986-4800
Publisher: Jeffrey Berlind

Restaurant Business is published for those executives of commercial food-service organizations who, regardless of title, have responsibility for any or all decisions relating to the types and uses of food, equipment, supplies and services required to operate their business profitability. Restaurant Business concentrates on ways and means of exploiting growth opportunities and increasing productivity through the better use of managements' basic resources: manpower, machines, money and markets.

Research Studies Available: MenuMonitor (TM); Equipment Monitor (TM); Liquor Study; Seafood Study; Disposables Study; Permanent Ware Study; Advertising Impact Benchmark Study.

Restaurant Hospitality

Penton/IPC (216) 696-7000
Publisher: Sheldon Jones **Advertising Director:** Tom Huth

Restaurant Hospitality is directed to and edited for executives in the food service industry including commercial restaurants, hotels, motels, motor hotels, resorts, clubs, caterers, etc. 95% staff written, it is editorially designed to create sales and profits for subscribers through articles covering merchandising (food, beverage and operations), equipment, management, furnishings and decor and industry trends. Editorial content: news (including new products, recipes, etc.) 19%; 'how to' articles (32%) and feature articles (49%).

Research Studies Available: Contact Publisher

Restaurants & Institutions

Cahners Publishing Co. (312) 372-6880
Publisher: David S. Wexler **National Sales Manager:** Frank J. Sibley

Restaurants & Institutions is edited for buyers and specifiers in the various areas of the commercial and non- commercial foodservice. The editorial content concentrates in the common areas of interest for overall operation of chain and independent foodservice. Editorial content encompasses food business, chains, operations/technology, food, menu merchandising & products.

Research Studies Available: Annual Menu Census, Food Buying Trends, Equipment Buying Trends, Beverage & Liquor Studies, Jobs Profile, 'The 400', Growth Chains, NFO Consumer Research Study.

Housing & light construction (continued)

(Continued from page 285)

Research Studies Available: Magazine coverage of the light construction market, Sept.1980, sponsored by Kitchen Kompact, research by Halbleib & Moll Assoc., Inc.; Magazine coverage of the light construction market, Sept.1979, sponsored by Owens-Corning Fiberglas, research by Harvey Research Organization, Inc.; Publication market coverage in the housing and light construction field, August 1978, sponsored by the Kohler Company, research by Erdos and Morgan, Inc.; Study of first-time home buyer market, January 1981, by National Family Opinion and Bureau of Building Marketing Research; Consumer Preferences in Housing, December 1980, by National Family Opinion and Bureau of Building Marketing Research; Builder Brand Use Study, September 1980, by Bureau of Building Marketing Research; Builder Use and Ownership of Portable Power Tools, February 1979, by Bureau of Building Marketing Research; Non-Residential Construction Study, Feb. 1979, by Bureau of Building Marketing Research; The Toledo Remodeling Study, May 1979, by Bureau of Building Marketing Research; A Study of Professional Residential Remodeling, June 1978, by Bureau of Building Marketing Research; A Study of Professional Non-Residential Remodeling, June 1978, by Bureau of Building Marketing Research; Multi-Family Housing Study 1978 Report, June 1978, by Bureau of Building Marketing Research; The Influence of Lending Institutions in the Selection of Products used in Residential Construction, October 1977, by Bureau of Building Marketing Research; Rental Apartments: Trends, Characteristics, and Product Usage, July 1977, by Bureau of Building Mktg.Research; Non-Residential Construction: The Builders Involved and the Products They Use, June 1977, by Bureau of Building Marketing Research; The Custom Home: Characteristics and Product Usage, March 1977, by Bureau of Building Marketing Research; Builders Use of Door & Shelf Harware in Multi-Family & Non-Residential Construction, Sept 1976, by Bureau of Building Marketing Research; Builders' Use of Metal Roofing in Non-Residential Construction, September 1976, by Bureau of Building Marketing Research; Multi-Family Builders: Features, Characteristics, and Product Usage in the New Rental Apartments, July 1976, by Bureau of Building Marketing Research; Builder Use & Selection of Insulation Materials, March 1976, by Bureau of Building Marketing Research.

Marketing *(continued)*

(Continued from page 286)

and industry analyses appear simultaneously in the Network publications.

Research Studies Available: Contact Publisher

Sales & Marketing Management

Bill Communications (312) 782-1266

Publisher: Ken Reiss **Advertising Director:** Donald Mates

Sales & Marketing Management is published for executives responsible for the sale and marketing of their companies products and services.

Research Studies Available: Survey of Buying Power I, July 1980; Survey of Buying Power II, October 1980.

Medical *(continued)*

(Continued from page 290)

Diversion is a medical leisure magazine edited for physicians. It includes articles of interest to the doctor as a traveler, investor, gourmet, gardener, photographer, sportsman and conventioneer. The editorial tone reflects its readers' lifestyles and their personal interests, and articles are prepared by authorities in their respective fields.

Research Studies Available: Contact Publisher

Emergency Medicine

Fischer Medical Publications, Inc. (212) 889-4530
Publisher: Steve Fischer **Advertising Director:** Anthony DiRollo

Emergency Medicine is published for those physicians who deal with the broadest range of patients and illnesses. The publication addresses itself to the acute phases of various types of illnesses and injuries. It treats, on a 'how to' level, common emergencies ranging from the most routine to the most serious. Special features include: errors in emergency practice, the toxic emergency, emergency tips from the literature, and major hospital therapeutic conferences aimed at helping doctors diagnose and treat acute medical and traumatic conditions.

Research Studies Available: Contact Publisher

Hospital Practice

HP Publishing Company (212) 421-7320
Publisher: Milton Liebman **Advertising Director:** Terry Bean

Hospital Practice is edited for physicians who treat patients in the hospital, including private practitioners and full-time staff. It provides original review articles on advances in medicine and clinical research by authorities in their fields. Content emphasizes interdisciplinary team work and patient follow-through from office to hospital to home. Special features include a monthly newsletter of current medicine, Capsule & Comment; short pieces on solving diagnostic problems, X-Ray Casebook and The Problem Patient; essays by regular contributors and departments such as News, Medicine Past & Present, and an Editorial on a subject of current interest.

Research Studies Available: Contact Publisher

Journal of the American Medical Association

American Medical Association (212) 867-6640
Publisher: John T. Baker **Advertising Director:** Joseph Dennehy

JAMA reports on progess in clinical medicine pertinent research, and landmark evolutions in other areas as they interface with medicine. It publishes various directories, medical news items, letters, original papers, abstracts, questions & answers, obituaries, and practice opportunities.

Research Studies Available: Contact Publisher

Medical Economics

Medical Economics Company (201) 262-3030
Publisher: Thomas McGill **Advertising Director:** William Reynolds

Medical Economics is edited for physicians in private practice. Covers patient relations, office management, fee settling and collecting, health insurance, hospital practice, government regulation, professional liability - plus such financial subjects as personal insurance, investments, tax and estate planning. Also medical ethics, medical humor, medical family life, leisure activities. Interpretive articles feature advice from experts, based on experiences of practicing physicians.

Research Studies Available: O.T.C. Doctor and Consumer Survey; Financial Survey; Ad Campaign Trends.

Medical World News

H.E.I. Publishing, Inc. (212) 986-1550
Publisher: Robert L. Curry

Medical World News reports on new or improved approaches to diagnosis and therapy, on drugs and devices, on the clinical application of new research, on the hospital aspects of medical practice, and on the business of medical practice.

Research Studies Available: Contact Publisher

New England Journal of Medicine

New England Journal of Medicine (617) 734-9800
Advertising Director: Milton C. Paige, Jr.

New England Journal of Medicine is a medical journal, with no catagorical restrictions, which presents original articles and interpretive reviews of new developments in the major aspects of medicine: its science, its art and practice, and its position in today's social-political structure.

Research Studies Available: Contact Publisher

Patient Care

Patient Care Publications, Inc. (203) 655-8951
Publisher: John A. Krieger **Advertising Director:** Mark E. Bugni

Patient Care contains practical, clinical advice pertinent to the problems the family physician faces in day-to-day practice. Major articles are presented in units headed by summaries and are based on the combined thinking of clinicians from several specialties and usually include discussion of diagnosis, therapy, patient management and costs of care. Each issue contains articles on broad topics as well as one or more of the following short features: Patient Care Quiz, Patient Pleasers, Time Savers, Technique Tips, Reader Reaction and Overseas Observer (reviews of previous Patient Care Articles by practitioners in other countries).

Research Studies Available: Continuing Aided-recall study, phases I through VI, by Patient Care September 1975 through June 1981

Postgraduate Medicine

McGraw Hill Publications (612) 835-3222
Publisher: Daniel M. Kelley

Postgraduate Medicine is edited for physicians who provide primary care: Family Practice/General Practice, Internal Medicine, Osteopathy, Cardiology and Gastro- enterology. Each issue presents original clinical articles stressing diagnosis and treatment of problems encountered in general medical practice. Clinical symposiums in each issue are accompanied by tests for self-assessment and tests which may be an AAFP Prescribed Credit.

Research Studies Available: Contact Publisher

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Metal manufacturing/processing *(continued)*

(Continued from page 292)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Assembly Engineering, Automatic Machining, Cutting Tool Engineering, Foundry, Heat Treating, Industrial Finishing, Industrial Heating, Journal of Metals, Light Metal Age, Machine & Tool Blue Book, Manufacturing Engineering, Metal Center News, Metal Finishing, Metal Progress, Metalworking Digest, Metalfax, Modern Casting, Modern Machine Shop, Modern Metals, Precision Metal, Products Finishing, 33 Metal Producing*; and 39 non- audited magazines that accept advertising.

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

American Machinist

McGraw Hill Pubications (212) 997-4577
Publisher: Richard H. Larsen **Advertising Director:** Robert A. Nelson

American Machinist is edited for company management and manufacturing/production managers and engineers in the metal working industries. Metal-working Trends section features coverage of significant developments to watch in the technology of metalworking manufacturing including: machine tools, cutting, forming, computers and control, materials, quality assurance, welding, assembly, cleaning & finishing, plant operations, and manufacturing systems; and in international news plus the economic outlook, labor relations and government regulations. Feature articles and Special Reports deal with manufacturing methods and practices in the metalworking marketplace.

Research Studies Available: 12th American Machinist Inventory of Metalworking Equipment, by American Machinist 1978 (study conducted every 5 years).; Metalworking Brand Preference Study, 1980, conducted annually by American Machinist; Metalforming Machine Tools, 1979, by American Machinist.

American Metal Market

Fairchild Publications (212) 741-4140
Publisher: Kenneth Share **Advertising Director:** John Nolan

American Metal Market is a newspaper with an expanded Monday Edition covering the metalworking industry in greater depth. American Metal Market (Tuesday - Friday) publishes metal prices every day, and reports the news affecting the supply, demand and prices of ferrous ores, metals, alloys and secondary metals. Metalworking News, the expanded Monday Edition, reports the news of the entire metalworking industry - covering manufacturing, engineering, design, finance, company and association activities, personnel changes, and includes a special Tech Update Section, featuring technical advances in metalworking firms throughout the country.

Research Studies Available: Contact Publisher

Iron Age

Chilton Company (215) 687-8200
Publisher: Thomas J. Corcoran **Advertising Director:** George Wells

Iron Age serves 185 metalworking industries. This market includes industries which can be broadly classified as producers and manufacturers of primary metals, fabricated metal products, electrical and non-electrical machinery, transportation, equipment, instruments and miscellaneous metal products. It is written for metalworking managers in the administration, production, engineering and purchasing functions. Editorial coverage includes news of metalworking, engineering and production developments, and market and price information.

Research Studies Available: Contact Publisher

Production

Bramson Publishing Co. (313) 647-8400
Publisher: Thomas R. Bramson

Production Magazine is edited for manufacturing management and engineering executives in the production metalworking industries. Editorial is slanted toward the specific needs of those in repetitive manufacturing operations. During a given year, the editorial content covers: articles featuring new,'in-plant' developments (38%), articles concerning industry trends (9.4%), special features include the PRODUCTION Round Table, a bimonthly meeting of top-level manufacturing executives, and the PRODUCTION forum of Manufacturing Interests, which reports industry trends and developments.

Research Studies Available: Contact Publisher

Production Engineering

Penton/IPC (216) 696-7000
Publisher: Jerome C. Neff **Advertising Director:** Ruth E. Reding

Production Engineering is edited for production engineers in manufacturing industries. The editorial stretches from current technical developments to trends in manufacturing operations, from engineering advice and help to the professional and personal aspects of the production engineers's life. Technical coverage is of the processes, machinery, equipment, controls, components and materials companies use to manufacture products. Subjects include production machines and systems, machine controls, drives, handling and conveying equipment, components, computers, and materials. National issues, legislation, and trends affecting manufacturing are featured. The production engineer's involvement with his job and his company is also a basic topic.

Research Studies Available: Use of Fluid Power Systems & Components in Manufacturing Industries, January 1979, by Penton/IPC Research; Electrical/ Electronic Control Components -Their Use in Manufacturing Industries, May 1979, by Penton/IPC Research; Use of Fastening/Joining Equipment, Fasteners and Joining Materials in Manufacturing Industries, September 1979, by Penton/IPC Research; Annual Survey of Production Engineering Activity, May 1980, by Penton/IPC Research; Computing Equipment - Usage Among Manufacturing Industries, July 1980, by Penton/IPC Research; Machine Tool Study, December 1980, by Penton/IPC Research; Machine Tool Study -Metalworking Industries, December 1980, by Penton/ IPC Research.

Tooling & Production

Huebner Publications, Inc. (216) 248-1125
Publisher: James C. Stewart **Advertising Director:** Mary Louise Nemeth

Tooling & Production is published to give plant operating managers and engineers a reliable source of information on how to make metal parts and products better, faster and at lower cost. Specific stories cover tooling and production methods germane to machining, pressworking and related processes of removing and forming metal.

Research Studies Available: Machine Tool Brand Preference Study, July 1980.

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Nursing *(continued)*

(Continued from page 296)

'how-to' articles deal with clinical nursing (i.e. patient care and closely related matters). Articles written on assignment by nurses and health professionals chosen for expert knowledge. Manuscripts are previewed and pretested for accuracy and useability by members of the 44 member Advisory Boards. Articles are heavily edited for conciseness and readability, profusely illustrated to make technical content palatable. Regular departments include: Nursing Grand Rounds, Product News for Nurses, Human Problems in Nursing, Drug Update and Consultation.

Research Studies Available: Contact Publisher

RN

Medical Economics Co., (201) 262-3030
Publisher: Bartlett R. Rhoades **Advertising Director:** Ronald J. Cortazzo

RN publishes original articles for registered nurses in all nursing specialties. Topics: nursing proceedures; clinical techniques; professional, legal, and personal problems; drug information; news. Approximately half clinical, half non-clinical, emphasising timely events and developments. Regular features: News; Drug Therapy Today; Consultation STAT; Dysrhythmia of the Mouth; Leadership at Work; Letters; Sex Q.& A.; Sound Off, etc.

Research Studies Available: RN Involvement with Over- the-Counter Products, 1981, by Medical Economics Company; Hospital Product Usage Study, 1980, by Medical Ecomonics Company; Career Mobility Study, 1980, by Medical Economics Company; RN Shortage Study, 1980, by Medical Economics Company; RN Salary Survey, 1980, by Medical Economics Company; Consumer Usage of Over-the-Counter Products, 1980, by Medical Economics Company; RN Advertising Evaluation Studies, by BETA Research.

Petroleum *(continued)*

(Continued from page 298)

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines:

Hydrocarbon Processing

Gulf Publishing Co., (713) 529-4301

Hydrocarbon Processing is edited for men in the worldwide Hydrocarbon Processing Industry, (oil, petrochemical, gas and solid fuels processing). These include personnel who are employed both by operating companies and engineer-constructor firms. Annual editorial content averages: News, 24.4%; Management Guidelines 15.6%; Technical and Economic, 60.0%. Regular features are: HP Impact, Who's Building, Construction Boxscore, New Developments in Products and Services.

Research Studies Available: Contact Publisher

Oil & Gas Journal

PennWell Publishing Co., (918) 335-3161
Publisher: John Ford

Oil & Gas Journal is edited for operating and management personnel of oil and gas companies world-wide. Operating people from managers to foremen are included. News articles give weekly information and detailed interpretation of world developments. Feature articles deal with technology, politics, operation, economics, finance, and industry surveys. Petroleum industry divisions covered: exploration, drilling, producing, pipelining, transportation, gas processing, refining, petrochemical, marketing, and all LNG/SNG activities. Special features: Four page newsletter, Letter to the Editor, editorial, Washington and world-wide columns, new equipment, new literature, statistics, exploration highlights, and industry and supply company personals.

Research Studies Available: Contact Publisher

Petroleum Engineer International

Harcourt Brace Jovanovich (214) 748-4403
Publisher: John G. Grant

Petroleum Engineer International is edited for petroleum industry engineers and related technical people, providing practical engineering, operating, and methods technology to help engineering profits into oil and gas drilling and producing worldwide. Editorial approach emphasises technical, methods, operating, and engineering advances of profit potential for drilling and producing. Content also includes interpretive news, feature stories high- lighting trends, editorial opinion, forecasts of technical developments, new equipment and profiles of technical leaders. Special section Offshore Technology is devoted to the technical information needs of those involved in exploration, drilling and producing of oil and gas in the marine environ- ment worldwide.

Research Studies Available: Contact Publisher

World Oil

Gulf Publishing Company (713) 529-4301
Advertising Director: Tracy Word

World Oil is edited for men engaged in gas and oil exploration, drilling and production. Yearly editorial content averages: New Technical Developments and Engineering-operating Techniques, 44%; Industry Happenings and New Equipment, 15%; Economics and Management, 22%; International Developments, 15%. Regular features: An Interpretive Look at What's Happening in the Industry; Editorial Page; Editor's columns dealing with current domestic and international events in drilling, production, exploration and politics: Industry at a Glance; New Equipment and Services; New Literature; and People in the Industry.

Research Studies Available: Contact Publisher

Plant operating & engineering *(continued)*

(Continued from page 300)

Note: Advertising in one or more of the magazines in this market is available as part of a network or combination buy. Please consult the network descriptions in Section 39.

Electrical Construction & Maintenance

McGraw-Hill Publications (212) 997-2636
Publisher: Jerry S. Ryan **Advertising Director:** D. LeRoy Culver

Electrical Construction & Maintenance is edited for electrical contractors, electrical consultants and in-plant supervisory personnel. Provides technical data about the design, construction, modernization, operation and maintenance of electrical systems. Feature articles (56%) cover reports of current practice principally in technology, also organization and management. Includes state-of-the-art in design, lighting, heating, etc. Departments include New Products (9%), News of the Industry (6%), Practical Methods, Code Forum, Reader's Quiz.

Research Studies Available: Brand Preference Study (Annual Product Recognition and Acceptance Study).

Industrial Equipment News

Thomas Publishing Company (212) 695-0500
Publisher: R.E. Richardson

Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Research Studies Available: How Industry Buys Anti-Friction Bearings, by Business Marketing Services; How Industry Buys Fasteners, by Business Marketing Services; How Industry Buys Horsepower Motors, by Business Marketing Services; Truck Market Study, by Business Marketing Services; Analysis - The Relative Effectiveness of Brand Preference and Advertising on Buying Action, by Business Marketing Services; Power Transmission Brand Preference Study, by Business Marketing Services; Production & Machine Tool Show, by Business Marketing Services; Materials Handling Brand Preference Study, by Business Marketing Services; Electronic Products - Use & Information Sources Outside the Traditional Electronic Market, by Business Marketing Services.

Industrial Maintenance & Plant Operation

Ames Publishing Co. (215) 224-7000
Publisher: L.M. Wasserbly **Advertising Director:** E.M. Marks

Industrial Maintenance & Plant Operation is a news- tabloid magazine for those responsible for maintenance and operation of industrial plants. Editorial purpose: to provide recipients with news on new and improved products and methods used in maintaining and operating plant equipment, buildings, facilities and grounds. Product news, new literature, and capsule news present an overall picture of what's new in industrial product mix. Feature stories provide more depth information on specific areas of maintenance/plant operations - i.e., materials handling, corrosion control, grounds main- tenance, lubrication, plant safety.

Research Studies Available: Contact Publisher

New Equipment Digest

Penton/IPC (216) 696-7000
Publisher: James D. Atherson **Advertising Director:** Russel S. Carson

New Equipment Digest contains condensed descriptions of new and/or significantly improved industrial products, materials, components and equipment announced by established companies marketing in the United States. Literature and catalogs on the same subjects are reviewed. In a typical year, the editorial content covers: new product descriptions (85%); new literature and catalogs (11%); and feature articles (4%). Special features include: Special Sections, Editor's Showcase, Samplecase, Bookcase, Data Rack, Best of Penton/IPC and Best of New Equipment Digest.

Research Studies Available: Contact Publisher

Plant Engineering

Technical Publishing, Co. (312) 381-1840
Publisher: John T. Dix **Advertising Director:** John Kaiser

Plant Engineering is edited for those responsible for designing, specifying, building, installing, operating and maintaining the physical facilities, and related systems, equipment, and services of the industrial plant. Problem-solution articles cover electrical equipment and systems; heating, ventilation, air conditioning; pumps, compressors, piping and valves; mechanical power transmission; material handling; plant and equipment maintenance; construction, pollution control; safety, fire protection, employee facilities; lighting, instruments and controls; protective coatings; lubrication; industrial fuels; tools, fastening, joining processes; insulation, and energy conservation. Other articles cover plant engineering management and organization. Special features: News briefs; Human Side of Engineering; New Equipment; Manufacturers literature.

Research Studies Available: Heating, Ventilation & Air Conditioning Brand Preference Study; Electrical Products Brand Preference Study; Specifying/ Selecting Influences for Industrial Lift Trucks; Who Buys Mechanical Power Transmission Equipment; Building Products & New Construction Design; Water & Wastewater Treatment Responsibilities; Outside Contract Maintenance Services.

Power

McGraw-Hill Publications Co. (212) 997-2928
Publisher: John E. Slater **Advertising Director:** Kiyo Kimoda

Power magazine is edited for mechanical, electrical and nuclear engineers in the total power market - utilities, process and manufacturing industries, serving complexes, plus the consulting engineering firms working in the power technology. They are responsible for the design, construction, operations and maintenance of equipment and systems involved in power generation plus the process, control and supply of energy in its many forms - electricity, steam, water, compressed air/gases. Editorial is grouped into these subject areas dealing with power technology: energy conservation; steam generation; air, gas, and liquid handling; heating and cooling; engines, turbines, generators; plant electric systems; instrumentation and control; maintenance and lubrication; environmental management.

Research Studies Available: Brand Preference Study covering 108 product types, by Power Magazine, 1980.

Power generation & delivery (continued)

(continued from page 302)

sion, distribution and coordinated control of interconnected electrical systems. Marketing concern is with development and efficient use of electricity in new and traditional applications. Management editorial focuses on financing, regulation and rates, purchasing, and environmental concerns.

Research Studies Available: New Capacity Additions, April 1980; Universe Study, March 1980; Forecast, September 1980; Statistical Report, March and April 1980; T & D Construction Report, August 1980.

Power

McGraw-Hill Publications Co. (212) 997-2928
Publisher: John E. Slater **Advertising Director:** Kiyo Kimoda

Power magazine is edited for mechanical, electrical and nuclear engineers in the total power market - utilities, process and manufacturing industries, serving complexes, plus the consulting engineering firms working in the power technology. They are responsible for the design, construction, operations and maintenance of equipment and systems involved in power generation plus the process, control and supply of energy in its many forms - electricity, steam, water, compressed air/gases. Editorial is grouped into these subject areas dealing with power technology: energy conservation; steam generation; air, gas, and liquid handling; heating and cooling; engines, turbines, generators; plant electric systems; instrumentation and control; maintenance and lubrication; environmental management.

Research Studies Available: Brand Preference Study covering 108 product types, by Power Magazine, 1980.

Power Engineering

Technical Publishing Company (312) 381-1840
Publisher: R.J.(Duke) Kiesel

Power Engineering is edited for the engineers, management and supervisory personnel in electric utilities, industrial power facilities, consulting engineers and construction firms. Over the course of a year, the editorial content presents a balanced engineering coverage of the power generation field. Articles report in detail on developments and technical aspects of new materials, equipment, processes, services, fuels, systems engineering. Special features: Washington Energy Report, European Energy Report, Environmentally Speaking, New Equipment, Nuclear Power, Engineering, New Power Construction, Generation in Focus and Literature File.

Research Studies Available: Power Engineering offers a wide variety of reprints covering various segments of the Power Engineering Market. For further information, contact publisher.

Research & development (continued)

(Continued from page 304)

plied research and development. Its news stories and articles report
on timely, significant and useful laboratory advances, instruments
nd techniques.

Research Studies Available: IRD Buyer Profile Study, 1981, by
echnical Publishing Company Research Dept, 500 pgs covering 70
pecific Product Catagories.

cience

mer.Assn.for the Advc't of Science (212) 730-1050
dvertising Director: Earl J.Sherago

Science is a journal for the scientific community. Its objective: to publish information rapidly while maintaining the reviewing proceedures customary among scientific societies. It contains articles on new developments in the various disciplines: reports of currrent research work in university, government, and industrial laboratories; appraisals of scientific books; summaries of research results presented at selected scientific meetings; and news on the interactions between science and public policy. It also provides a forum for discussion of issues, both scientific and political, related to the advancement of science, including presentation of minority or conflicting views upon which scientists are not entirely agreed.

Research Studies Available: Contact Publisher

pparel trade (continued)

ontinued from page 246)

lagazines listed above are from the Folio 400. Other magazines that
ompete in this market, but did not have sufficient 1980 gross revenue to be included in the 400, include the following audited magazines: *Sportstyle, Women's Apparel News.*

aily News Record

airchild Publications (212) 741-4190
ublisher: Herb Blueweiss **Advertising Director:** Nathan R. Abelson

aily News Record supplies fashion, product merchandising, and
arketing news of men's and boys' wear and textiles. Coverage starts
the fiber producer level with daily primary market prices, and en-
ompasses news of textile mills, clothing manufacturing, wholesaling
nd retailing, as well as primary prices, production and marketing
ews of textiles for industrial end products.

esearch Studies Available: Mens' & boys' wear sales by retail outlet,
Fairchild research, May 1981; First Annual Textile Equipment Ex-
enditures Outlook, by Roberts, Curry Inc., May 1979; Active Sports-
ear Retail Survey, by Fairchild Research, 1978; Retail Survey of Re-
ource Selection, April 1975.

en's Wear

airchild Publications (212) 741-4390
blisher: Robert Dowling **Advertising Director:** Michelle Sonkin

Men's Wear Magazine is a retail publication editorially serving the men's wear industry. Feature articles cover fashion trends, new lines in the market, successful merchandising, promotion and store operation techniques.

Research Studies Available: Contact Publisher

Women's Wear Daily

Fairchild Publications (212) 741-4305
Publisher: John B. Fairchild **Advertising Director:** Eugene F. Fahy

Women's Wear Daily reports on women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportwear, and on fiber and fabrics, cosmetics and fragrance, to keep segments of the fast-changing fashion industry up-to-date on fashion and business news. Regional issues, published 5 times a year for each Chicago, Atlanta, Dallas and California market, give coverage of regional shows to retailers who shop these markets.

Research Studies Available: Contact Publisher

omen's special interest (continued)

ontinued from page 200)

ue Confessions

acFadden Women's Group (212) 340-7500
blisher: John J. Fitzpatrick

search Studies Available: Contact Publisher

ue Story

cfadden Women's Group (212) 340-7500
blisher: John J. Fitzpatrick

ue Story Magazine is edited as a full service magazine for the young
rking class woman and its stories reflect her world. In addition to
ry editorial, regular service features include recipes and food
paration, beauty and grooming, home management, child care, per-
nal advice columns and health articles.

search Studies Available: Contact Publisher

gue Patterns

tterick Fashion Marketing Co. (212) 620-2500
blisher: Art Joinnides **Advertising Director:** Kristine Gullickson

search Studies Available: Contact Publisher

Weight Watchers Magazine

Weight Watchers Magazine (212) 888-9166
Publisher: Alan Goldberg **Advertising Director:** Mark Levine

Weight Watchers Magazine is a women's service publication devoted to weight control, grooming and fashion. It services a female audience with articles on family eating, success stories, fashion, grooming, housemaking hints, fiction and travel. Special features are 'Ask Jean Nidetch,' three to four pull-out weight control recipe sections per year and columns for women, teens and men. All food editorials and recipes conform to the Weight Watchers program.

Research Studies Available: Contact Publisher

Workbasket

Modern Handcraft,Inc. (816) 531-5730
Publisher: John Tillotson II **Advertising Director:** Bradford B. Reynolds

Workbasket editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint, crewel, etc., plus special sections on cooking, home gardening, handcrafts, money-making ideas and general homemaker interests.

Research Studies Available: The Home and Art Needlecraft Market, by Home Arts Research Company, 1980.

BEST AVAILABLE COPY

This year, The Folio 400 index has been expanded to allow easier access to the many types of data in the study. The index is divided into four sections:

The Magazine Index
The magazine index lists the tables in which each magazine appears and shows its rank in The 400. Whenever appropriate, a magazine's ranks in the subsidiary tables are also given. Also included in each listing is the name of the publishing company.

The Market Index
This index consists of a set of consumer market listings followed by a set of trade market listings. Each listing consists of a market name followed by the titles of all the magazines contained in that market. This enables the user to scan all 61 markets quickly in order to find a market which contains specific types of magazines. It is especially useful when there are several markets containing similiar magazines, as is the case with the five types of women's markets in the study.

The Corporate Index
This index lists the publishing companies represented by Folio 400 magazines. The companies appear in alphabetical order. Each company's listing includes all of its Folio 400 magazines. Magazines owned by the company but not included in the study are not listed in this index. Therefore, the listings are not complete lists of all of each company's magazines. Only those magazines which qualified for The Folio 400 are listed.

The Advertiser Index
Many publishers have submitted their own performance information as service-oriented advertising. This index lists each advertiser and the page numbers on which its advertising appears.

ABA Journal, American Bar Association
Folio 400 rank: 361
Mkt.Analysis: Business (Gen'l) (32)
34th by Trade Sub.Rev. (62)
5th by Trade Avg.Circ. (63)
Trade Growth:Circ. (70)

Adam,
Folio 400 rank: 242
56th by Newsstand Rev. (6)
73rd by Nwstd. Copies (7)
31st by Advt Unit Rev (13)
Mkt.Analysis: Men's Entnmnt. (41)

Advertising Age, Crain Communications
Folio 400 rank: 82
3rd by Total Trade Rev. (60)
10th by Trade Ad Pages (61)
11th by Trade Sub.Rev. (62)
11th by Trade Gr.Un.Rv. (64)
11th by Trade Ad.Un.Rv. (65)
6th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Marketing (88)

Adweek, A/S/M Communications
Folio 400 rank: 225
43rd by Total Trade Rev. (60)
63rd by Trade Ad Pages (61)
19th by Trade Gr.Un.Rv. (64)
14th by Trade Ad.Un.Rv. (65)
Mkt.Analysis: Marketing (88)

Air Conditioning Htng, Refrig., Business News Publishing Co.
Folio 400 rank: 344
39th by Trade Sub.Rev. (62)
32nd by Trade Gr.Un.Rv. (64)
44th by Trade Ad.Un.Rv. (65)
15th by Trade Cir.Un.Rv (66)
Trade Growth:Advt Pgs (69)

Air Force Times, Army Times Pub. Co.
Folio 400 rank: 173
30th by Advt Pages (4)
9th by Gross Unit Rev. (12)
26th by Advt Unit Rev (13)

Alaska, Alaska Northwest Pub.Co.
Folio 400 rank: 339
Top 10 Growth:Ad.Un.Rv. (25)

All in Style, East/West Network
Folio 400 rank: 290
63rd by Average Circulation (2)
(Note: No longer published)

American Artist, Billboard Publications
Folio 400 rank: 360

American Baby, American Baby, Inc.
Folio 400 rank: 215
79th by Average Circulation (2)
96th by Advt Revenue (3)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Special Interest (57)

American Family Physician, American Family Physician
Folio 400 rank: 306
82nd by Total Trade Rev. (60)
61st by Trade Ad Pages (61)
22nd by Trade Avg.Circ. (63)
Mkt.Analysis: Medical (89)

American Journal of Nursing, American Journal of Nursing Co.
Folio 400 rank: 198
33rd by Total Trade Rev. (60)
97th by Trade Ad Pages (61)
6th by Trade Sub.Rev. (62)
3rd by Trade Avg.Circ. (63)
44th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Nursing (92)

American Legion Magazine, American Legion Magazine
Folio 400 rank: 216
24th by Average Circulation (2)
14th by Sub Copies (5)
Top 10 Growth:Sub Cop (21)

American Machinist, McGraw-Hill Publications
Folio 400 rank: 239
49th by Total Trade Rev. (60)
36th by Trade Ad Pages (61)
51st by Trade Gr.Un.Rv. (64)
46th by Trade Ad.Un.Rv. (65)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Metal (90)

American Metal Market, Fairchild Publications
Folio 400 rank: 150
21st by Total Trade Rev. (60)
16th by Trade Ad Pages (61)
10th by Trade Sub.Rev. (62)
13th by Trade Gr.Un.Rv. (64)
19th by Trade Ad.Un.Rv. (65)
2nd by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Metal (90)

American Photographer, CBS Publications
Folio 400 rank: 309
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)

American Way, American Airlines
Folio 400 rank: 252
42nd by Gross Unit Rev. (12)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Inflight (38)

Analytical Chemistry, American Chemical Society
Folio 400 rank: 392
93rd by Trade Ad Pages (61)
48th by Trade Gr.Un.Rv. (64)
42nd by Trade Cir.Un.Rv (66)
Trade Newcomers (73)
Mkt.Analysis: Research & Dev. (97)

Annals of Internal Medicine, American College of Physicians
Folio 400 rank: 355
92nd by Trade Ad Pages (61)
24th by Trade Sub.Rev. (62)
100th by Trade Gr.Un.Rv. (64)
29th by Trade Cir.Un.Rv (66)
Trade Growth:Ad.Un.Rv. (71)
Mkt.Analysis: Medical (89)

Numbers in parentheses refer to sections

The AOPA Pilot, Aircraft Owners & Pilot's Association
Folio 400 rank: 258
60th by Total Trade Rev. (60)
14th by Trade Sub.Rev. (62)
9th by Trade Avg.Circ. (63)
49th by Trade Cir.Un.Rv (66)
Trade Growth:Circ. (70)
Mkt.Analysis: Aviation (75)

Architectural Digest, Knapp Communications Corporation
Folio 400 rank: 55
60th by Advt Revenue (3)
53rd by Advt Pages (4)
70th by Newsstand Rev. (6)
39th by Sub Revenue (11)
35th by Gross Unit Rev. (12)
23rd by Advt Unit Rev (13)
48th by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Home Service (37)
Mkt.Analysis: Lifestyle & Dual Audience (39)

Architectural Record, McGraw-Hill Publ.
Folio 400 rank: 207
36th by Total Trade Rev. (60)
64th by Trade Ad Pages (61)
25th by Trade Sub.Rev. (62)
35th by Trade Gr.Un.Rv. (64)
42nd by Trade Ad.Un.Rv. (65)
18th by Trade Cir.Un.Rv (66)
Trade Growth:Circ. (70)
Mkt.Analysis: Architectural (76)

Arizona Highways, Arizona Highways
Folio 400 rank: 219
94th by Sub Copies (5)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)

Army Times, Army Times Publ.Co.
Folio 400 rank: 152
31st by Advt Pages (4)
14th by Gross Unit Rev. (12)
20th by Top 10 Growth:Sub Rev (13)

Artnews, Artnews Associates
Folio 400 rank: 378
67th by Advt Pages (4)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv (25)

The Atlantic, The Atlantic Monthly Co.
Folio 400 rank: 178
98th by Sub Copies (5)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Mkt.Analysis: General Interest (Literature) (36)

Attenzione, Colucci Publications
Folio 400 rank: 400
Consumer Newcomers (27)

Audio, CBS Publications
Folio 400 rank: 350
90th by Advt. Pages (4)
Mkt.Analysis: Music (44)

Audubon, National Audubon Society
Folio 400 rank: 250
Mkt.Analysis: Science (47)

Automotive News, Crain Communications
Folio 400 rank: 190
31st by Total Trade Rev. (60)
45th by Trade Ad Pages (61)
18th by Trade Sub.Rev. (62)
36th by Trade Gr.Un.Rv. (64)
9th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Automotive(t) (77)

Autoweek, Crain Communications
Folio 400 rank: 372
61st by Advt Pages (4)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Automotive (28)

Aviation Week & Space Technology, McGraw-Hill Publications
Folio 400 rank: 95
6th by Total Trade Rev. (60)
27th by Trade Ad Pages (61)
5th by Trade Sub.Rev. (62)
35th by Trade Avg.Circ. (63)
23rd by Trade Gr.Un.Rv. (64)
32nd by Trade Ad.Un.Rv. (65)
8th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Circ. (70)
Mkt.Analysis: Aviation (75)

Bakery Production & Marketing, Gorman Publishing
Folio 400 rank: 363
46th by Trade Ad Pages (61)
38th by Trade Gr.Un.Rv. (64)
30th by Trade Ad.Un.Rv. (65)
Trade Growth:Circ. (70)

Barron's, Dow Jones & Company
Folio 400 rank: 104
20th by Advt Pages (4)
44th by Gross Unit Rev. (12)
1st by Advt Unit Rev (13)
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: Business (Fin.) (31)

Bassmaster, Bass Anglers Sportsman Society of America, Inc.
Folio 400 rank: 240
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Fishing/Hunting (34)

Better Homes & Gardens, Meredith Corp.
Folio 400 rank: 9
6th by Average Circulation (2)
10th by Advt Revenue (3)
41st by Advt Pages (4)
3rd by Sub Copies (5)
34th by Newsstand Rev. (6)
23rd by Nwstd. Copies (7)
3rd by Monthly Tot Rev. (8)
16th by Monthly Ad Pgs. (9)
2nd by Monthly Ad Rev. (10)
7th by Sub Revenue (11)
29th by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Home Service (37)
Mkt.Analysis: Women's Mass Mkt. (55)

BillBoard, Billboard Publications
Folio 400 rank: 147
20th by Total Trade Rev. (60)
33rd by Trade Ad Pages (61)
15th by Trade Sub.Rev. (62)
8th by Trade Gr.Un.Rv. (64)
21st by Trade Ad.Un.Rv. (65)
1st by Trade Cir.Un.Rv (66)

Black Enterprise, Earl E. Graves Publishing Company
Folio 400 rank: 233
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Black Ethnic (29)
Mkt.Analysis: Business (Gen'l) (32)

Blair & Ketchums's Country Journal, Country Journal Publishing Company
Folio 400 rank: 269
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Mkt.Analysis: Home Service (37)
Mkt.Analysis: Lifestyle Dual Audience (39)

The Blood Horse, Thoroughbred Owners and Breeders Association
Folio 400 rank: 295
76th by Total Trade Rev. (60)
3rd by Trade Ad Pages (61)
40th by Trade Sub.Rev. (62)
2nd by Trade Gr.Un.Rv. (64)
4th by Trade Ad.Un.Rv. (65)
3rd by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)

Boating, Ziff-Davis Publications
Folio 400 rank: 189
60th by Advt Pages (4)
30th by Monthly Ad Pgs. (9)
30th by Gross Unit Rev. (12)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Marine (40)

Bon Appetit, Knapp Communications Corp.
Folio 400 rank: 60
67th by Average Circulation (2)
62nd by Advt Revenue (3)
99th by Advt Pages (4)
46th by Sub Copies (5)
79th by Newsstand Rev. (6)
87th by Nwstd. Copies (7)
35th by Monthly Tot Rev. (8)
38th by Monthly Ad.Rev. (10)
43rd by Sub Revenue (11)
66th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Culinary (33)
Mkt.Analysis: Lifestyle Dual Audience (39)

Book Digest, Dow Jones & Co.
Folio 400 rank: 130
83 by Average Circulation (2)
52nd by Sub Copies (5)
50th by Sub Revenue (11)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: General Interest Literature (36)

Boy's Life, Boy Scouts of America
Folio 400 rank: 176
47th by Average Circulation (2)
29th by Sub Copies (5)
Mkt.Analysis: Youth (58)

Brides, Conde Nast Publications
Folio 400 rank: 99
64th by Advt Revenue (3)
40th by Advt Pages (4)
75th by Newsstand Rev. (6)
53rd by Nwstd. Copies (7)
23rd by Gross Unit Rev. (12)
35th by Retailer Profit (15)

Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Bridal (30)

Builder (NAHB), National Assoc. of Home Builders
Folio 400 rank: 329
94th by Total Trade Rev. (60)
30th by Trade Sub.Rev. (62)
21st by Trade Avg.Circ. (63)
50th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Circ. (70)
Trade Growth:Ad.Un.Rv. (71)
Mkt.Analysis: Housing (87)

Building Supply News, Cahners Publishing Company
Folio 400 rank: 387
67th by Trade Ad Pages (61)
54th by Trade Gr.Un.Rv (64)
49th by Trade Ad.Un.Rv. (65)

Business & Commercial Aviation, Ziff-Davis Publishing Company
Folio 400 rank: 244
52nd by Total Trade Rev. (60)
43rd by Trade Gr.Un.Rv. (64)
34th by Trade Ad.Un.Rv. (65)
Mkt.Analysis: Aviation (75)

Business Insurance, Crain Communications
Folio 400 rank: 305
83rd by Total Trade Rev. (60)
71st by Trade Ad Pages (61)
49th by Trade Sub.Rev. (62)
44th by Trade Gr.Un.Rv. (64)
43rd by Trade Ad.Un.Rv. (65)
39th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)

Business Week, McGraw-Hill Publishing Co.
Folio 400 rank: 12
100th by Average Circulation (2)
5th by Advt Revenue (3)
1st by Advt Pages (4)
60th by Sub Copies (5)
17th by Sub Revenue (11)
1st by Gross Unit Rev. (12)
24th by Advt Unit Rev (13)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Business (Gen.) (32)
Mkt.Analysis: Weeklies (52)

Byte, McGraw-Hill Publishing Co.
Folio 400 rank: 165
13th by Advt Pages (4)
2nd by Monthly Ad Pgs (9)
20th by Gross Unit Rev. (12)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)

Cappers Weekly, Cappers Weekly Co.
Folio 400 rank: 322
Top 10 Growth:Tot Rev (16)
Mkt.Analysis: Home Service (37)

Car Craft, Petersen Publishing Co.
Folio 400 rank: 167
69th by Newsstand Rev. (6)
69th by Nwstd. Copies (7)

56th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Automotive (28)

Car & Driver, Ziff-Davis Publications
Folio 400 rank: 68
54th by Advt Revenue (3)
95th by Advt Pages (4)
88th by Sub Copies (5)
64th by Newsstand Rev. (6)
76th by Nwstd. Copies (7)
41st by Monthly Tot Rev. (8)
32nd by Monthly Ad.Rev. (10)
49th by Gross Unit Rev. (12)
57th by Retail Profit (15)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Automotive (28)

Catholic Digest, Catholic Digest Inc.
Folio 400 rank: 334
89th by Sub Copies (5)
Top 10 Growth: Avg Circ.

Chain Store Age (Gen.Merch), Lebhar Friedman
Folio 400 rank: 395
47th by Trade Gr.Un.Rv. (64)
45th by Trade Ad.Un.Rv. (65)

Chain Store Age (Supermkt.), Lebhar Friedman
Folio 400 rank: 317
89th by Total Trade Rev. (60)
49th by Trade Avg.Circ. (63)
98th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Grocery (85)

Changing Times, Kiplinger Washington Editors Inc.
Folio 400 rank: 93
48th by Average Circulation (2)
33rd by Sub Copies (5)
30th by Sub Revenue (11)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Personal Finance (46)

Chemical & Engineering News, Centcom, Ltd.
Folio 400 rank: 200
39th by Total Trade Rev. (60)
74th by Trade Ad Pages (61)
19th by Trade Sub.Rev. (62)
30th by Trade Avg.Circ. (63)
73rd by Trade Gr.Un.Rv. (64)
26th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Chemical (78)

Chemical Engineering, McGraw-Hill
Folio 400 rank: 112
11th by Total Trade Rev. (60)
17th by Trade Ad Pages (61)
28th by Trade Sub.Rev. (62)
12th by Trade Gr.Un.Rv. (64)
9th by Trade Ad.Un.Rv. (65)
21st by Trade Cir.Un.Rv (66)
Mkt.Analysis: Chemical (78)

Chemical Equipment, Gordon Publications
Folio 400 rank: 356
88th by Trade Ad Pages (61)
81st by Trade GR.Un.Rv. (64)
Trade Newcomers (73)
Mkt.Analysis: Chemical (78)

Chemical Marketing Reporter, Schnell Publishing Company
Folio 400 rank: 321
93rd by Total Trade Rev. (60)
26th by Trade Ad Pages (61)
45th by Trade Sub.Rev. (62)

9th by Trade Gr.Un.Rv. (64)
10th by Trade Ad.Un.Rv. (65)
7th by Trade Cir.Un.Rv (66)

Chemical Processing, Putnam Publ. Co.
Folio 400 rank: 256
59th by Total Trade Rev. (60)
53rd by Trade Ad Pages (61)
71st by Trade Gr.Un.Rv. (64)
Trade Growth:Advt.Pgs (69)
Mkt.Analysis: Chemical (78)

Chemical Week, McGraw-Hill Publications
Folio 400 rank: 159
25th by Total Trade Rev. (60)
40th by Trade Ad Pages (61)
38th by Trade Sub.Rev. (62)
18th by Trade Gr.Un.Rv. (64)
17th by Trade Ad.Un.Rv. (65)
25th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Chemical (78)

Cheri, Cheri Enterprises Inc.
Folio 400 rank: 116
28th by Newsstand Rev. (6)
39th by Nwstd. Copies (7)
14th by Advt Unit Rev (13)
22nd by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Men's Entnmt. (41)

Chic, Flynt Publications
Folio 400 rank: 162
37th by Newsstand Rev. (6)
61st by Nwstd. Copies (7)
10th by Advt Unit Rev (13)
31st by Retailer Profit (15)
Mkt.Analysis: Men's Entnmt. (41)

Chicago, WFMT Inc.
Folio 400 rank: 170
29th by Advt Pages (4)
9th by Monthly Ad Pgs. (9)
29th by Gross Unit Rev. (12)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Cir.Un.Rv. (26)

Chicago Tribune, Chicago Tribune Co.
Folio 400 rank: 67
69th by Average Circulation (2)
35th by Advt Revenue (3)
14th by Advt Pages (4)
46th by Gross Unit Rev. (12)

Christianity Today, Christianity Today
Folio 400 rank: 310
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Ad.Un.Rv. (25)

The Chronicle of Higher Education, Chronicle of Higher Education
Folio 400 rank: 265
66th by Total Trade Rev. (60)
54th by Trade Ad Pages (61)
22nd by Trade Sub Rev (62)
64th by Trade Gr.Un.Rv. (64)
16th by Trade Cir.Un.Rv (66)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Mkt.Analysis: Education (82)

Circus, Circus Magazine
Folio 400 rank: 399
Mkt.Analysis: Music (44)

Club, Fiona Press
Folio 400 rank: 76
16th by Newsstand Rev. (6)

Numbers in parentheses refer to sections

33rd by Nwstd. Copies (7)
47th by Monthly Tot Rev. (8)
7th by Advt Unit Rev (13)
3th by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Mkt.Analysis: Men's Entnmt. (41)

Club International, Fiona Press
Folio 400 rank: 172
41st by Newsstand Rev. (6)
65th by Nwstd. Copies (7)
6th by Advt Unit Rev (13)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Mkt.Analysis: Men's Entnmnt. (41)

Coal Age, McGraw-Hill Publications
Folio 400 rank: 274
69th by Total Trade Rev. (60)
38th by Trade Ad Pages (61)
10th by Trade Gr.Un.Rv. (64)
8th by Trade Ad.Un.Rv. (65)
41st by Trade Cir.Un.Rv (66)

Co-ed, Scholastic Magazines,Inc.
Folio 400 rank: 238
96th by Average Circulation (2)
61st by Sub Copies (5)
Mkt.Analysis: Youth (58)

Colonial Homes, Hearst Publications
Folio 400 rank: 193
91st by Newsstand Rev. (6)
78th by Nwstd. Copies (7)
48th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Home Service (38)

Columbia, Knights of Columbus
Folio 400 rank: 312
59th by Average Circulation (2)
39th by Sub Copies (5)

Commercial Car Journal, Chilton Publ. Co.
Folio 400 rank: 373
39th by Sub Copies (5)
84th by Trade Ad Pages (61)
92nd by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Truck & Fleet (98)

Computer Decisions, Hayden Publishing Company
Folio 400 rank: 359
37th by Trade Avg.Circ. (63)
Trade Newcomers (73)
Mkt.Analysis: Computer User/ Industry (80)

Computer Design, Computer Design Publishing Company
Folio 400 rank: 247
54th by Total Trade Rev. (60)
49th by Trade Ad Pages (61)
59th by Trade Gr.Un.Rv (64)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Computer OEM/Micro (79)
Mkt.Analysis: Electronics (83)

Computerworld, C.W. Communications
Folio 400 rank: 70
2nd by Total Trade Rev. (60)
8th by Trade Ad Pages (61)
9th by Trade Sub.Rev. (62)
40th by Trade Avg.Circ. (63)
15th by Trade Gr.Un.Rv. (64)
16th by Trade Ad.Un.Rv. (65)
11th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Mkt.Analysis: Computer User/ Industry (80)

Constuction Equipment, Cahners Publ.
Folio 400 rank: 358
98th by Trade Ad Pages (61)
88th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Construction (81)

Consultant, Cliggott Pub. Co.
Folio 400 rank: 284
72nd by Total Trade Rev. (60)
58th by Trade Ad Pages (61)
31st by Trade Avg.Circ. (63)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Medical (89)

Consumer Reports, Consumers Union
Folio 400 rank: 47
23rd by Average Circulation (2)
15th by Sub Copies (5)
93rd by Nwstd. Copies (7)
28th by Monthly Tot Rev. (8)
14th by Sub Revenue (11)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Personal Finance (46)

Consumers Digest, Consumers Digest Inc.
Folio 400 rank: 181
93rd by Average Circulation (2)
54th by Sub Copies (5)
48th by Sub Revenue (11)
Mkt.Analysis: Personal Finance (46)

Control Engineering, Technical Publishing
Folio 400 rank: 338
99th by Trade Total Rev (60)
89th by Trade Ad Pages (61)
82nd by Trade Gr.Un.Rv. (64)
Trade Newcomers (73)

Cosmopolitan, Hearst Publications
Folio 400 rank: 20
21st by Average Circulation (2)
19th by Advt Revenue (3)
18th by Advt Pages (4)
10th by Newsstand Rev. (6)
8th by Nwstd. Copies (7)
9th by Monthly Tot Rev. (8)
5th by Monthly Ad Pgs. (9)
6th by Monthly Ad.Rev. (10)
48th by Gross Unit Rev. (12)
7th by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Lifestyle (54)

Country Living, Hearst Publications
Folio 400 rank: 253
72nd by Newsstand Rev. (6)
49th by Nwstd. Copies (7)
Newcomers (27)
Mkt.Analysis: Home Service (37)

Country Music, Candlelight Music Co.
Folio 400 rank: 278
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Music (44)

Crossroads, Signature Publications
Folio 400 rank: 277
66th by Average Circulation (2)
42nd by Sub Copies (5)
Top 10 Growth:Tot Rev (16)
Mkt.Analysis: Automotive (28)

Cuisine, Cuisine Magazine Inc.
Folio 400 rank: 146
69th by Sub Copies (5)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Culinary (33)
Mkt.Analysis: Lifestyle Dual Audience (39)

Cycle, Ziff-Davis Publications
Folio 400 rank: 114
73rd by Advt Revenue (3)
89th by Advt Pages (4)
96th by Nwstd. Copies (7)
50th by Monthly Ad Pgs. (9)
46th by Monthly Ad.Rev. (10)
47th by Gross Unit Rev. (12)
85th by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)

Cycle World, CBS Publications
Folio 400 rank: 197
97th by Nwstd. Copies (7)
86th by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)

D Dallas City Magazine, Southwest Media Corp.
Folio 400 rank: 326
54th by Advt Pages (4)
25th by Monthly Ad Pgs. (9)
Consumer Newcomers (27)

Daily News Record, Fairchild Publ.
Folio 400 rank: 145
19th by Total Trade Rev. (60)
18th by Trade Ad Pages (61)
29th by Trade Sub.Rev. (62)
1st by Trade Gr.Un.Rv. (64)
1st by Trade Ad.Un.Rv. (65)
4th by Trade Cir.Un.Rv (66)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Apparel (74)

Daily Word, Unity School of Christianity
Folio 400 rank: 328
32nd by Average Circulation (2)
20th by Sub Copies (5)

Datamation, Technical Publishing Co.
Folio 400 rank: 154
22nd by Total Trade Rev. (60)
42nd by Trade Ad Pages (61)
23rd by Trade Avg.Circ. (63)
61st by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)
Mkt.Analysis: Computer User/ Industry (80)

Daytime TV, Sterling Magazines Inc.
Folio 400 rank: 379

Numbers in parentheses refer to sections

84th by Newsstand Rev. (6)
64th by Nwstd. Copies (7)
69th by Retailer Profit (15)
Consumer Newcomers (27)

Decision, Billy Graham Evangelistic Assn.
Folio 400 rank: 187
22nd by Average Circulation (2)
13th by Sub Copies (5)

Decorating & Craft Ideas, Progressive Farmer Corp.
Folio 400 rank: 168
92nd by Average Circulation (2)
59th by Sub Copies (5)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Special Interest (57)

Design News, Cahners Publishing
Folio 400 rank: 143
18th by Total Trade Rev. (60)
14th by Trade Ad Pages (61)
20th by Trade Avg.Circ. (63)
68th by Trade Gr.Un.Rv. (64)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Mkt.Analysis: Product Design (96)

Dirt Bike, Daisy/Hi-Torque Publications.
Folio 400 rank: 385
100th by Nwstd. Copies (7)
88th by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)

Discount Store News, Lebhar-Friedman
Folio 400 rank: 341
100th by Total Trade Rev. (60)
29th by Trade Gr.Un.Rv. (64)
27th by Trade Ad.Un.Rv. (65)

Discover, Time Inc.
Folio 400 rank: 348
Consumer Newcomers (27)
Mkt.Analysis: Science (47)

Diversion, Diversion Communications, Inc.
Folio 400 rank: 262
Top 10 Growth:Gr.Un.Rv. (24)
63rd by Total Trade Rev. (60)
52nd by Trade Ad Pages (61)
17th by Trade Avg.Circ. (63)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Medical (89)

Dunn's Review, Technical Publishing Co.
Folio 400 rank: 204
90th by Advt Revenue (3)
80th by Advt Pages (4)
43rd by Monthly Ad Pgs. (9)
34th by Gross Unit Rev. (12)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Business (Gen.) (32)

Early American Life, Early American Society Inc.
Folio 400 rank: 267
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Home Service (37)

Eastern Review, East/West Network
Folio 400 rank: 271
Mkt.Analysis: Inflight (38)

Easyriders, Easyriders Magazine
Folio 400 rank: 227
55th by Newsstand Rev. (6)
38th by Nwstd. Copies (7)
30th by Retailer Profit (15)

Top 10 Growth:Nwstd Cop (23)

Ebony, Johnson Publishing
Folio 400 rank: 43
55th by Average Circulation (2)
43rd by Advt Revenue (3)
88th by Advt Pages (4)
43rd by Sub Copies (5)
67th by Newsstand Rev. (6)
66th by Nwstd. Copies (7)
24th by Monthly Tot Rev. (8)
49th by Monthly Ad Pgs. (9)
22nd by Monthly Ad.Rev. (10)
34th by Sub Revenue (11)
54th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Black Ethnic (29)
Mkt.Analysis: General Interest (Literature) (36)

EDN, Cahners Publications
Folio 400 rank: 155
23rd by Total Trade Rev. (60)
12th by Trade Ad Pages (61)
39th by Trade Avg.Circ. (63)
57th by Trade Gr.Un.Rv. (64)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth.Circ. (70)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Electronics (83)

Electronic Construction & Maintenance, Mcgraw-Hill Publications
Folio 400 rank: 237
48th by Total Trade Rev. (60)
80th by Trade Ad Pages (61)
35th by Trade Sub.Rev. (62)
58th by Trade Gr.Un.Rv. (64)
31st by Trade Cir.Un.Rv (66)
Mkt.Analysis: Plant Operating (94)

Electrical World, McGraw-Hill Publishing Co.
Folio 400 rank: 318
90th by Total Trade Rev. (60)
85th by Trade Ad Pages (61)
24th by Trade Gr.Un.Rv. (64)
24th by Trade Ad.Un.Rv. (65)
40th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Power (95)

Electronic Buyers News, CMP Publications
Folio 400 rank: 272
68th by Total Trade Rev. (60)
30th by Trade Ad Pages (61)
37th by Trade Gr.Un.Rv. (64)
29th by Trade Ad.Un.Rv. (65)
Mkt.Analysis: Electronics (83)

Electronic Design, Hayden Publication Co.
Folio 400 rank: 109
10th by Total Trade Rev. (60)
6th by Trade Ad Pages (61)
47th by Trade Avg.Circ. (63)
26th by Trade Gr.Un.Rv. (64)
22nd by Trade Ad.Un.Rv. (65)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Electronics (83)

Electronic Engineering Times, CMP Publications
Folio 400 rank: 230
45th by Total Trade Rev. (60)

39th by Trade Ad Pages (61)
50th by Trade Avg.Circ. (63)
72nd by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)
Mkt.Analysis: Electronics (83)

Electronic News, Fairchild Publications
Folio 400 rank: 85
4th by Total Trade Rev. (60)
2nd by Trade Ad Pages (61)
27th by Trade Sub.Rev. (62)
5th by Trade Gr.Un.Rv. (64)
5th by Trade Ad.Un.Rv. (65)
22nd by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Electronics (83)

Electronic Products, Hearst Publishing Co.
Folio 400 rank: 319
91st by Total Trade Rev. (60)
83rd by Trade Ad Pages (61)
93rd by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Electronics (83)

Electronics, McGraw-Hill Publications
Folio 400 rank: 100
7th by Total Trade Rev. (60)
7th by Trade Ad Pages (61)
21st by Trade Sub.Rev. (62)
20th by Trade Gr.Un.Rv. (64)
20th by Trade Ad.Un.Rv. (65)
23rd by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Electronics (83)

The Elks Magazine, The Elks Magazine
Folio 400 rank: 343
41st by Average Circulation (2)
26th by Sub Copies (5)

Emergency Medicine, Fischer Publications
Folio 400 rank: 351
50th by Trade Ad Pages (61)
33rd by Trade Avg.Circ. (63)
Trade Growth:Advt.Pgs (69)
Mkt.Analysis: Medical (89)

Engineering & Mining Journal, McGraw-Hill
Folio 400 rank: 288
73rd by Total Trade Rev. (60)
62nd by Trade Ad Pages (61)
16th by Trade Gr.Un.Rv. (64)
15th by Trade Ad.Un.Rv. (65)
32nd by Trade Cir.Un.Rv (66)

Engineering New Record, McGraw-Hill
Folio 400 rank: 101
8th by Total Trade Rev. (60)
11th by Trade Ad Pages (61)
13th by Trade Sub.Rev. (62)
48th by Trade Avg.Circ. (63)
21st by Trade Gr.Un.Rv. (64)
26th by Trade Ad.Un.Rv. (65)
13th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Construction (81)

Eros,
Folio 400 rank: 300
68th by Newsstand Rev. (6)
4th by Advt Unit Rev (13)
Mkt.Analysis: Men's Entnmt. (41)

Numbers in parentheses refer to sections

Esquire, 13-30 Corp.
Folio 400 rank 103
98th by Advt Revenue (3)
87th by Sub Copies (5)
80th by Retailer Profit (15)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: General Interest (Literature) (36)
Mkt.Analysis: Men's Lifestyle (42)

Essence, Essence Communications
Folio 400 rank: 113
82nd by Advt Revenue (3)
85th by Advt Pages (4)
87th by Newsstand Rev. (6)
83rd by Nwstd. Copies (7)
47th by Monthly Ad Pgs. (9)
71st by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Mkt.Analysis: Black Ethnic (29)
Mkt.Analysis: Women's Lifestyle (54)

Family Circle, New York Times Co.
Folio 400 rank: 11
8th by Average Circulation (2)
11th by Advt Revenue (3)
37th by Advt Pages (4)
6th by Newsstand Rev. (6)
3rd by Nwstd. Copies (7)
5th by Retailer Profit (15)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Mass Mkt. (55)
Mkt.Analysis: Women's Service (56)

The Family Handyman, The Webb Company
Folio 400 rank: 123
75th by Average Circulation (2)
48th by Sub Copies (5)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Home Service (37)
Mkt.Analysis: Men's Service/Special Interest (43)

Family Health, Family Media Inc.
Folio 400 rank: 214
57th by Sub Copies (5)
Note: Renamed 'Health' in 1981

Family Weekly, CBS Publications
Folio 400 rank: 22
4th by Average Circulation (2)
12th by Advt Revenue (3)
93rd by 84
Top 10 Growth:Avg.Circ (19)
Mkt.Analysis: Sunday Syndicated (50)
Mkt.Analysis: Weeklies (52)

Farm Journal, Farm Journal, Inc.
Folio 400 rank: 56
60th by Average Circulation (2)
37th by Advt Revenue (3)
40th by Sub Copies (5)

The Farmer, Webb Company
Folio 400 rank: 194
95th by Advt Revenue (3)
46th by Advt Pages (4)
22nd by Gross Unit Rev. (12)

Field & Stream, CBS Publications
Folio 400 rank: 41
30th by Average Circulation (2)
36th by Advt Revenue (3)
82nd by Advt Pages (4)
22nd by Sub Copies (5)
99th by Newsstand Rev. (6)
92nd by Nwstd. Copies (7)
22nd by Monthly Tot Rev. (8)
45th by Monthly Ad Pgs. (9)
17th by Monthly Ad.Rev. (10)
31st by Sub Revenue (11)
79th by Retailer Profit (15)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Fishing & Hunting (34)

Financial World, Macro Communications
Folio 400 rank: 323
96th by Advt Pages (4)
Top 10 Growth:Avg.Circ (19)
Mkt.Analysis: Business (Fin.) (31)

Fleet Owner, McGraw-Hill
Folio 400 rank: 264
65th by Total Trade Rev. (60)
86th by Trade Ad Pages (61)
70th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Truck & Fleet (98)

Flower & Garden, Mid America Publishing Corporation
Folio 400 rank: 384
92nd by Sub Copies (5)
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: Home Service (37)

Flying, Ziff-Davis Publishing Corp.
Folio 400 rank: 151
Mkt.Analysis: Aviation (75)

Forbes, Forbes, Inc.
Folio 400 rank: 26
23rd by Advt Revenue (3)
12th by Advt Pages (4)
73rd by Sub Copies (5)
22nd by Sub Revenue (11)
5th by Gross Unit Rev. (12)
38th by Advt Unit Rev (13)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Mkt.Analysis: Business (Gen) (32)

Fortune, Time Inc.
Folio 400 rank: 24
18th by Advt Revenue (3)
21st by Advt Pages (4)
75th by Sub Copies (5)
21st by Sub Revenue (11)
4th by Gross Unit Rev. (12)
32nd by Advt Unit Rev (13)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: Business (General) (32)

Forum, Penthouse Int'l.Ltd.
Folio 400 rank: 135
33rd by Newsstand Rev. (6)
30th by Nwstd. Copies (7)
26th by Retailer Profit (15)
Mkt.Analysis: Lifestyle Dual Audience (39)

4 Wheel & Off Road, Petersen Publishing
Folio 400 rank: 393
90th by Retailer Profit (15)
Consumer Newcomers (27)
Mkt.Analysis: Automotive (28)

Gallery, Montcalm Publishing
Folio 400 rank: 79
17th by Newsstand Rev. (6)
32nd by Nwstd. Copies (7)
50th by Monthly Tot Rev. (8)
19th by Advt Unit Rev (13)
14th by Retailer Profit (15)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Men's Entnmt. (41)

Games, Playboy Enterprises
Folio 400 rank: 273
82nd by Sub Copies (5)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)

Genesis, Cycle Guide Publications
Folio 400 rank: 132
31st by Newsstand Rev. (6)
47th by Nwstd. Copies (7)
13th by Advt Unit Rev (13)
28th by Retailer Profit (15)
Mkt.Analysis: Men's Entnmt. (41)

Gentlemen's Quarterly, Conde Nast Pub. Co.
Folio 400 rank: 105
89th by Advt Revenue (3)
69th by Advt Pages (4)
57th by Newsstand Rev. (6)
60th by Nwstd. Copies (7)
40th by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Men's Lifestyle (42)

Geo, Gruner & Jahr.Inc.
Folio 400 rank: 134
45th by Sub Revenue (11)
3rd by Advt Unit Rev (13)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: General Interest Humanities (35)

Gifts & Decorative Accesories, Geyer McAllister Publications, Inc.
Folio 400 rank: 308
Top 10 Growth:Ad Rev (17)
84th by Total Trade Rev. (60)
34th by Trade Ad Pages (61)
46th by Trade Sub.Rev. (62)
30th by Trade Gr.Un.Rv. (64)
35th by Trade Ad.Un.Rv. (65)
24th by Trade Cir.Un.Rv (66)

Glamour, Conde Nast
Folio 400 rank: 25
34th by Average Circulation (2)
25th by Advt Revenue (3)
25th by Advt Pages (4)
66th by Sub Copies (5)
13th by Newsstand Rev. (6)
15th by Nwstd. Copies (7)
11th by Monthly Tot Rev. (8)
7th by Monthly Ad Pgs. (9)
9th by Monthly Ad Rev. (10)
10th by Retailer Profit (15)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Fashion (53)
Mkt.Analysis: Women's Lifestyle (54)

The Globe, Globe International
Folio 400 rank: 33
38th by Average Circulation (2)
85th by Advt Revenue (3)
86th by Advt Pages (4)
11th by Newsstand Rev. (6)
11th by Nwstd. Copies (7)
42nd by Advt Unit Rev (13)
32nd by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)

Numbers in parentheses refer to sections

Mkt.Analysis: Weeklies (52)

Golf, Times Mirror Magazines
Folio 400 rank: 98
69th by Advt Revenue (3)
74th by Sub Copies (5)
43rd by Monthly Ad.Rev. (10)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Sports Special Interest (49)

Golf Digest, New York Times Co.
Folio 400 rank: 66
77th by Average Circulation (2)
49th by Advt Revenue (3)
51st by Sub Copies (5)
40th by Monthly Tot Rev. (8)
28th by Monthly Ad.Rev. (10)
Mkt.Analysis: Sports Special Interest (49)

Good Housekeeping, Hearst Publishing
Folio 400 rank: 13
13th by Average Circulation (2)
13th by Advt Revenue (3)
27th by Advt Pages (4)
10th by Sub Copies (5)
12th by Newsstand Rev. (6)
10th by Nwstd. Copies (7)
5th by Monthly Tot Rev. (8)
8th by Monthly Ad Pgs. (9)
3rd by Monthly Ad.Rev. (10)
13th by Sub Revenue (11)
8th by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Mass Mkt. (55)
Mkt.Analysis: Women's Service (56)

Gourmet, Gourmet, Inc.
Folio 400 rank: 90
88th by Advt Revenue (3)
93rd by Sub Copies (5)
97th by Newsstand Rev. (6)
89th by Nwstd. Copies (7)
76th by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Culinary (33)
Mkt.Analysis: Lifestyle Dual Audience (39)

Graphic Arts Monthly, Technical Publishing Company
Folio 400 rank: 297
77th by Total Trade Rev. (60)
43rd by Trade Ad Pages (61)
76th by Trade Gr.Un.Rv. (64)

Grit, Grit Publishing Co.
Folio 400 rank: 83
95th by Average Circulation (2)
35th by Newsstand Rev. (6)
34th by Nwstd. Copies (7)
Mkt.Analysis: Weeklies (52)

Guideposts,
Folio 400 rank: 118
19th by Average Circulation (2)
11th by Sub Copies (5)
25th by Sub Revenue (11)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)

Guns & Ammo, Petersen Publishing Co.
Folio 400 rank: 156
90th by Newsstand Rev. (6)
94th by Nwstd. Copies (7)
82nd by Retailer Profit (15)
Top 10 Growth:Ad Pgs (18)

Mkt.Analysis: Fishing/Hunting (34)

Hardware Retailing, National Retail Harware Association
Folio 400 rank: 335
97th by Total Trade Rev. (60)
68th by Trade Ad Pages (61)
74th by Trade Gr.Un.Rv. (64)

Harpers, Harpers Magazine Company
Folio 400 rank: 220
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: General Interest (Literature) (36)

Harpers Bazaar, Hearst Publications
Folio 400 rank: 73
66th by Advt Revenue (3)
74th by Advt Pages (4)
50th by Newsstand Rev. (6)
46th by Nwstd. Copies (7)
44th by Monthly Tot Rev. (8)
39th by Monthly Ad Pgs. (9)
41st by Monthly Ad.Rev. (10)
39th by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Fashion (53)

Harvard Business Review, Harvard Business Review
Folio 400 rank: 217
34th by Advt Unit Rev (13)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Business (Gen.) (32)

Healthcare Product News, Gralla Publ.
Folio 400 rank: 382
95th by Trade Ad Pages (61)
96th by Trade Gr.Un.Rv. (64)
Trade Newcomers (73)
Mkt.Analysis: Healthcare (86)

Heavy Duty Trucking, Newport Publ.
Folio 400 rank: 302
78th by Total Trade Rev. (60)
94th by Trade Ad Pages (61)
86th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Truck & Fleet (98)

Heavy Metal, 21st Century Communications
Folio 400 rank: 345
80th by Newsstand Rev. (6)
95th by Nwstd. Copies (7)
49th by Advt Unit Rev (13)
62nd by Retailer Profit (15)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)

HFD, Fairchild Publications
Folio 400 rank: 182
28th by Total Trade Rev. (60)
22nd by Trade Ad Pages (61)
42nd by Trade Sub.Rev. (62)
7th by Trade Gr.Un.Rv. (64)
7th by Trade Ad.Un.Rv. (65)
20th by Trade Cir.Un.Rv (66)

High Fidelity, ABC Leisure Magazines, Inc.
Folio 400 rank: 139
99th by Advt Revenue (3)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Music (44)

High Society, High Society Mag. Inc.
Folio 400 rank: 97
20th by Newsstand Rev. (6)
36th by Nwstd. Copies (7)
12th by Advt Unit Rev (13)
Mkt.Analysis: Men's Entnmt. (41)

High Times, Trans-High Corp.
Folio 400 rank: 136
36th by Newsstand Rev. (6)
50th by Nwstd. Copies (7)
25th by Advt Unit Rev (13)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Lifestyle Dual Audience (39)

Highlights for Children, Highlights for Children, Inc.
Folio 400 rank: 80
64th by Average Circulation (2)
41st by Sub Copies (5)
19th by Sub Revenue (11)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Youth (58)

Highway & Heavy Construction, Technical Publishing Co.
Folio 400 rank: 377
84th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Construction (81)

Hoard's Dairyman, Hoard's Dairyman
Folio 400 rank: 205
92nd by Advt Pages (4)
31st by Gross Unit Rev. (12)

Home(Hudson's), International Thompson Pubications
Folio 400 rank: 282
100th by Newsstand Rev. (6)
46th by Advt Unit Rev (13)
Consumer Newcomers (27)
Mkt.Analysis: Home Service (37)

Hospital Practice, H.P. Publishing Co.
Folio 400 rank: 371
16th by Trade Avg.Circ. (63)
Mkt.Analysis: Medical (89)

Hospitals, American Hospital Publishing Corporation
Folio 400 rank: 331
96th by Total Trade Rev. (60)
51st by Trade Ad Pages (61)
91st by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)
Mkt.Analysis: Healthcare (86)

Hot Rod, Petersen Publishing Co.
Folio 400 rank: 75
82nd by Average Circulation (2)
80th by Advt Revenue (3)
83rd by Sub Copies (5)
51st by Newsstand Rev. (6)
48th by Nwstd. Copies (7)
46th by Monthly Tot Rev. (8)
41st by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Sub Copies (21)

House Beautiful, Hearst Publishing Co.
Folio 400 rank: 54
84th by Average Circulation (2)
47th by Advt Revenue (3)
72nd by Advt Pages (4)
81st by Sub Copies (5)
63rd by Newsstand Rev. (6)
52nd by Nwstd. Copies (7)
32nd by Monthly Tot Rev. (8)
37th by Monthly Ad Pgs. (9)
26th by Monthly Ad.Rev. (10)
51st by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Home Service (37)

House & Garden, Conde Nast
Folio 400 rank: 36
71st by Average Circulation (2)
32nd by Advt Revenue (3)
48th by Advt Pages (4)
72nd by Sub Copies (5)
52nd by Newsstand Rev. (6)
40th by Nwstd. Copies (7)
18th by Monthly Tot Rev. (8)
22nd by Monthly Ad Pgs. (9)
15th by Monthly Ad.Rev. (10)
36th by Gross Unit Rev. (12)
42nd by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Home Service (37)

Houston Home/Garden, Bayland Publishing
Folio 400 rank: 270
59th by Advt Pages (4)
29th by Monthly Ad Pgs. (9)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Home Service (37)

Hustler, Flynt Publications, Inc.
Folio 400 rank: 29
43rd by Average Circulation (2)
9th by Newsstand Rev. (6)
12th by Nwstd. Copies (7)
12th by Monthly Tot Rev. (8)
8th by Advt Unit Rev (13)
6th by Retailer Profit (15)
Mkt.Analysis: Men's Entnmt. (41)

Hydrocarbon Processing, Gulf Publ. Co.
Folio 400 rank: 234
46th by Total Trade Rev. (60)
25th by Trade Ad Pages (61)
17th by Trade Gr.Un.Rv. (64)
13th by Trade Ad.Un.Rv. (65)
47th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Petroleum (93)

IEEE Spectrum, Institute of Electrical and Electronic Engineers
Folio 400 rank: 336
98th by Total Trade Rev. (60)
36th by Trade Sub.Rev. (62)
12th by Trade Avg.Circ. (63)
Trade Growth:Circ. (70)
Mkt.Analysis: Electronics (83)

Inc, Goldhirsch Publishing Co.
Folio 400 rank: 124
76th by Advt Revenue (3)
49th by Monthly Ad.Rev. (10)
43rd by Gross Unit Rev. (12)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Business (General) (32)

Industrial Equipment News, Thomas Publ. Company
Folio 400 rank:192
32nd by Total Trade Rev. (60)
28th by Trade Ad Pages (61)
14th by Trade Avg.Circ. (63)
94th by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)
Mkt.Analysis: New Industrial Products (91)
Mkt.Analysis: Plant Operating (94)

Industrial Maintenance & Plant Operation, Ames Publishing Co.
Folio 400 rank: 315
87th by Total Trade Rev. (60)
69th by Trade Ad Pages (61)
44th by Trade Avg.Circ. (63)
99th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Plant Operation (94)

Industrial Research & Development, Technical Publishing Co.
Folio 400 rank: 249
55th by Total Trade Rev. (60)
55th by Trade Ad Pages (61)
45th by Trade Avg.Circ. (63)
79th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Rsrch. & Dev. (97)

Industry Week, Penton IPC
Folio 400 rank: 137
16th by Total Trade Rev. (60)
47th by Trade Ad Pages (61)
6th by Trade Avg.Circ. (63)
95th by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)
Mkt.Analysis: Business (General) (32)

Infosystems, ABC Publishing Co.
Folio 400 rank: 374
36th by Trade Avg.Circ. (63)
Trade Growth:Circ. (70)
Mkt.Analysis: Computer User Industry (80)

Inside Sports, Newsweek
Folio 400 rank: 122
48th by Newsstand Rev. (6)
44th by Nwstd. Copies (7)
Consumer Newcomers (27)
Mkt.Analysis: Sports (Gen) (48)

Institutional Investor, Institutional Investor Inc.
Folio 400 rank: 157
Mkt.Analysis: Business (Financial) (31)
24th by Total Trade Rev. (60)
70th by Trade Ad Pages (61)
43rd by Trade Sub.Rev. (62)
14th by Trade Gr.Un.Rv. (64)
12th by Trade Ad.Un.Rv. (65)
35th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)

Instructor, Harcourt Brace Jovanavitch Publications
Folio 400 rank: 246
53rd by Total Trade Rev. (60)
12th by 862
8th by Trade Avg.Circ. (63)
45th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Education (82)

Interior Design, Whitney Communications
Folio 400 rank: 218
10th by Advt Pages (4)
1st by Monthly Ad Pgs. (9)
2nd by Gross Unit Rev. (12)
18th by Advt Unit Rev (13)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)

Iron Age, Chilton Publications
Folio 400 rank: 202
34th by Total Trade Rev. (60)
23rd by Trade Ad Pages (61)
38th by Trade Avg.Circ. (63)
16th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Metal (90)

Jack & Jill, Benjamin Franklin Literary & Medical Society, Inc.
Folio 400 rank: 298
Mkt.Analysis: Youth (58)

Jet, Johnson Publishing
Folio 400 rank: 49
19th by Newsstand Rev. (6)
51st by Nwstd. Copies (7)
11th by Advt Unit Rev (13)
9th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Black Ethnic (29)
Mkt.Analysis: Weeklies (52)

Journal of Accountancy, American Institute of Certified Public Accountants
Folio 400 rank: 254
57th by Total Trade Rev (60)
7th by Trade Sub.Rev. (62)
10th by Trade Avg.Circ. (63)
34th by Trade Cir.Un.Rv (66)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)

Journal of the AMA, American Medical Association
Folio 400 rank: 184
30th by Total Trade Rev. (60)
29th by Trade Ad Pages (61)
50th by Trade Sub.Rev. (62)
7th by Trade Avg.Circ. (63)
Mkt.Analysis: Medical (89)

Ladies Home Journal, Charter Co.
Folio 400 rank: 19
11th by Average Circulation (2)
20th by Advt Revenue (3)
64th by Advt Pages (4)
7th by Sub Copies (5)
25th by Newsstand Rev. (6)
16th by Nwstd. Copies (7)
8th by Monthly Tot Rev. (8)
32nd by Monthly Ad Pgs. (9)
7th by Monthly Ad.Rev. (10)
10th by Sub Revenue (11)
21st by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Women's Mass Market (55)
Mkt.Analysis: Woman's Service (56)

Learning, Pitman Learning Inc.
Folio 400 rank: 294
75th by Total Trade Rev. (60)
16th by Trade Sub.Rev. (62)
4th by Trade Avg.Circ. (63)
48th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Education (82)

Life, Time Inc.
Folio 400 rank: 32
52nd by Average Circulation (2)
41st by Advt Revenue (3)
62nd by Sub Copies (5)
26th by Newsstand Rev. (6)
31st by Nwstd. Copies (7)
15th by Monthly Tot Rev. (8)
21st by Monthly Ad.Rev. (10)
24th by Sub Revenue (11)
44th by Advt Unit Rev (13)
24th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)

Numbers in parentheses refer to sections

Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: General Interest (Humanities) (35)

Linn's Stamp News, Amos Press Inc.
Folio 400 rank: 266
4th by Advt Pages (4)
Top 10 Growth:Cir.Un.Rv. (26)

Los Angeles, ABC Publishing Co.
Folio 400 rank: 158
100th by Advt Revenue (3)
16th by Advt Pages (4)
3rd by Monthly Ad Pgs. (9)
17th by Gross Unit Rev. (12)
96th by Retailer Profit (15)

L.A.Times Home Magazine, Los Angeles Times
Folio 400 rank: 53
62nd by Average Circulation (2)
29th by Advt Revenue (3)
8th by Advt Pages (4)
39th by Gross Unit Rev. (12)
Top 10 Growth:Ad Pgs (18)

Machine Design, Penton IPC
Folio 400 rank: 108
9th by Total Trade Rev. (60)
9th by Trade Ad Pages (61)
19th by Trade Avg.Circ. (63)
55th by Trade Gr.Un.Rv. (64)
50th by Trade Ad.Un.Rv. (65)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Mkt.Analysis: Product Design (96)

Mad, E.C. Publications, Inc.
Folio 400 rank: 191
53rd by Average Circulation (2)
45th by Newsstand Rev. (6)
13th by Nwstd. Copies (7)

Mad Specials, E.C. Publications, Inc.
Folio 400 rank: 257
86th by Average Circulation (2)
61st by Newsstand Rev. (6)
17th by Nwstd. Copies (7)

Mademoiselle, Conde Nast Publications
Folio 400 rank: 46
78th by Average Circulation (2)
45th by Advt Revenue (3)
42nd by Advt Pages (4)
30th by Newsstand Rev. (6)
25th by Nwstd. Copies (7)
27th by Monthly Tot Rev. (8)
17th by Monthly Ad Pgs. (9)
24th by Monthly Ad.Rev. (10)
23rd by Retailer Profit (15)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Fashion (53)
Mkt.Analysis: Women's Lifestyle (54)

Materials Handling & Engineering, Penton IPC
Folio 400 rank: 383
87th by Trade Ad Pages (61)

McCall's, McCall Publishing Co.
Folio 400 rank: 18
10th by Average Circulation (2)
16th by Advt Revenue (3)
63rd by Advt Pages (4)
6th by Sub Copies (5)
32nd by Newsstand Rev. (6)
21st by Nwstd. Copies (7)
7th by Monthly Tot Rev. (8)
31st by Monthly Ad Pgs. (9)
5th by Monthly Ad.Rev. (10)
8th by Sub Revenue (11)
27th by Retailer Profit (15)
Mkt.Analysis: Women's Mass Market (55)
Mkt.Analysis: Women's Service (56)

McCall's Needlework & Crafts, ABC Publishing Co.
Folio 400 rank: 195
91st by Average Circulation (2)
54th by Newsstand Rev. (6)
19th by Nwstd. Copies (7)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Special Interest (57)

Mechanix Illustrated, CBS Publications
Folio 400 rank: 58
42nd by Average Circulation (2)
52nd by Advt Revenue (3)
97th by Advt Pages (4)
32nd by Sub Copies (5)
78th by Newsstand Rev. (6)
71st by Nwstd. Copies (7)
34by by Monthly Tot Rev. (8)
31st by Monthly Ad.Rev. (10)
46th by Sub Revenue (11)
65th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Men's Service (Special Interest) (43)

Medical Economics, International Thompson Co.
Folio 400 rank: 133
15th by Total Trade Rev. (60)
20th by Trade Ad Pages (61)
44th by Trade Sub.Rev. (62)
18th by Trade Avg.Circ. (63)
63rd by Trade Gr.Un.Rv. (64)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Medical (89)

Medical World News, Medical World News
Folio 400 rank: 388
96th by Trade Ad Pages (61)
32nd by Trade Avg.Circ. (63)
Mkt.Analysis: Medical (89)

Meetings & Conventions, Ziff-Davis Publ.
Folio 400 rank: 223
41st by Total Trade Rev. (60)
59th by Trade Ad Pages (61)
53rd by Trade Gr.Un.Rv. (64)
47th by Trade Ad.Un.Rv. (65)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)

Men's Wear, Fairchild Publications
Folio 400 rank: 380
25th by Trade Gr.Un.Rv. (64)
25th by Trade Ad.Un.Rv. (65)
30th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Apparel (74)

Metropolitan Home, Meredith Corporation
Folio 400 rank: 106
98th by Average Circulation (2)
75th by Advt Revenue (3)
68th by Sub Copies (5)
48th by Monthly Ad.Rev. (10)
94th by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Home Service (37)
Mkt.Analysis: Lifestyle Dual Audience (39)

Mini-Micro Systems, Cahners Publishing
Folio 400 rank: 304
81st by Total Trade Rev. (60)
82nd by Trade Ad Pages (61)
89th by Trade Gr.Un.Rv. (64)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Computer OEM/Micro (79)
Mkt.Analysis: Computer (User/Industry) (80)

Model Railroader, Kalmbach Publishing
Folio 400 rank: 293
73rd by Advt Pages (4)
38th by Monthly Ad Pgs. (9)
93rd by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Cir.Un.Rv. (26)

Modern Bride, Ziff-Davis Publications
Folio 400 rank: 115
70th by Advt Revenue (3)
62nd by Advt Pages (4)
74th by Newsstand Rev. (6)
58th by Nwstd. Copies (7)
27th by Gross Unit Rev. (12)
37th by Top 10 Growth:Ad Rev (17)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Bridal (30)

Modern Machine Shop, Gardner Publ.
Folio 400 rank: 372
32nd by Trade Ad Pages (61)
42nd by Trade Avg.Circ. (63)
Trade Newcomers (73)

Modern Materials Handling, Cahners Publ.
Folio 400 rank: 268
67th by Total Trade Rev. (60)
57th by Trade Ad Pages (61)
46th by Trade Avg.Circ. (63)
85th by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)

Modern Maturity, American Association of Retired Persons
Folio 400 rank: 87
9th by Average Circulation (2)
5th by Sub Copies (5)
26th by Sub Revenue (11)
Top 10 Growth:Tot Rev (16)

Modern Office Procedures, Penton IPC
Folio 400 rank: 330
95th by Total Trade Rev. (60)
76th by Trade Ad Pages (61)
26th by Trade Avg.Circ. (63)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)

Modern Photography, ABC Publishing Co.
Folio 400 rank: 71
56th by Advt Revenue (3)
39th by Advt Pages (4)
90th by Sub Copies (5)
98th by Newsstand Rev. (6)
42nd by Monthly Tot Rev. (8)
15th by Monthly Ad Pgs. (9)
34th by Monthly Ad.Rev. (10)

Numbers in parentheses refer to sections

41st by Gross Unit Rev. (12)
77th by Retailer Profit (15)

Modern Plastics, McGraw-Hill Publishing Co.
Folio 400 rank: 224
42nd by Total Trade Rev. (60)
73rd by Trade Ad Pages (61)
32nd by Trade Sub.Rev. (62)
28th by Trade Gr.Un.Rv. (64)
33rd by Trade Ad.Un.Rv. (65)
19th by Trade Cir.Un.Rv (66)

Modern Salon, Vance Publications
Folio 400 rank: 255
58th by Total Trade Rev. (60)
20th by Trade Sub.Rev. (62)
25th by Trade Avg.Circ. (63)
97th by Trade Gr.Un.Rv. (64)
33rd by Trade Cir.Un.Rv (66)

Money, Time Inc.
Folio 400 rank: 48
94th by Average Circulation (2)
51st by Advt Revenue (3)
98th by Advt Pages (4)
67th by Sub Copies (5)
29th by Monthly Tot Rev. (8)
30th by Monthly Ad.Rev. (10)
27th by Sub Revenue (11)
83rd by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Lifestyle Dual Audiance (39)
Mkt.Analysis: Personal Finance (46)

Moneymaker, Consumers Digest
Folio 400 rank: 394
Consumer Newcomers (27)

Moody Monthly, Moody Bible Institute of Chicago
Folio 400 rank: 275
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)

Mother Earth News, Mother Earth News, Inc.
Folio 400 rank: 84
80th by Average Circulation (2)
55th by Sub Copies (5)
85th by Newsstand Rev. (6)
90th by Nwstd. Copies (7)
36th by Sub Revenue (11)
43rd by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Lifestyle Dual Audiance (39)

Motor, Hearst Publishing Co.
Folio 400 rank: 391
31st by Trade Sub.Rev. (62)
27th by Trade Avg.Circ. (63)
Mkt.Analysis: Automotive (T) (77)

Motor Boating & Sailing, Hearst Publ.
Folio 400 rank: 261
45th by Advt Pages (4)
28th by Monthly Ad Pgs. (9)
Mkt.Analysis: Marine (40)

Motor News, Auto Club of Michigan
Folio 400 rank: 243
51st by Total Trade Rev. (60)
3rd by Trade Sub.Rev. (62)

Motor Trend, Petersen Publishing Co.
Folio 400 rank: 92
74th by Advt Revenue (3)
84th by Sub Copies (5)
76th by Newsstand Rev. (6)
77th by Nwstd. Copies (7)
47th by Monthly Ad.Rev. (10)
60th by Retailer Profit (15)
Mkt.Analysis: Automotive (28)

Motorcyclist, Petersen Publishing Co.
Folio 400 rank: 349
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)

Motorland, California State Automobile Association
Folio 400 rank: 292
57th by Average Circulation (2)
38th by Sub Copies (5)
Mkt.Analysis: Travel (51)

Ms., Ms. Magazine Fndtn. for Education and Communication
Folio 400 rank: 186
80th by Sub Copies (5)
Mkt.Analysis: Women's Lifestyle (54)

National Enquirer, National Enquirer, Inc.
Folio 400 rank: 16
14th by Average Circulation (2)
34th by Advt Revenue (3)
52nd by Advt Pages (4)
95th by Sub Copies (5)
3rd by Newsstand Rev. (6)
4th by Nwstd. Copies (7)
9th by Retailer Profit (15)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Weeklies (52)

National Geographic, National Geographic Society
Folio 400 rank: 14
5th by Average Circulation (2)
26th by Advt Revenue (3)
2nd by Sub Copies (5)
6th by Monthly Tot Rev. (8)
10th by Monthly Ad.Rev. (10)
4th by Sub Revenue (11)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: General Interest (Humanities) (35)

National Geographic World, National Geographic Society
Folio 400 rank: 138
40th by Average Circulation (2)
25th by Sub Copies (5)
32nd by Sub Revenue (11)
Mkt.Analysis: Youth (58)

National Hog Farmer, The Webb Co.
Folio 400 rank: 390
Consumer Newcomers (27)

National Lampoon, 21st Centure Comm.
Folio 400 rank: 120
42nd by Newsstand Rev. (6)
35th by Nwstd. Copies (7)
33rd by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Ad.Un.Rv. (25)

National Wildlife, National Wildlife Federation
Folio 400 rank: 179
90th by Average Circulation (2)
53rd by Sub Copies (5)
47th by Sub Revenue (11)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Science (47)

Nations Business, U.S. Chamber of Commerce
Folio 400 rank: 57
56th by Average Circulation (2)
71st by Advt Revenue (3)
37th by Sub Copies (5)
33rd by Monthly Tot Rev. (8)
44th by Monthly Ad.Rev. (10)
20th by Sub Revenue (11)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Business (Gen.) (32)

Nations Restaurant News, Lebhar Friedman Publications
Folio 400 rank: 208
37th by Total Trade Rev. (60)
66th by Trade Ad Pages (61)
41st by Trade Sub.Rev. (62)
41st by Trade Gr.Un.Rv. (64)
41st by Trade Ad.Un.Rv. (65)
43rd by Trade Cir.Un.Rv (66)
Trade Growth:Advt.Pgs (69)
Mkt.Analysis: Food Service (84)

Natural History, American Museum of Natural History
Folio 400 rank: 180
Mkt.Analysis: General Interest (Humanities) (35)
Mkt.Analysis: Science (47)

Navy Times, Army Times Publishing Co.
Folio 400 rank: 222
24th by Advt Pages (4)
27th by Advt Unit Rev (13)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)

New England Journal of Medicine, Massachusettes Medical Society
Folio 400 rank: 141
17th by Total Trade Rev. (60)
15th by Trade Ad Pages (61)
2nd by Trade Sub.Rev. (62)
13th by Trade Avg.Circ. (63)
77th by Trade Gr.Un.Rv. (64)
17th by Trade Cir.Un.Rv (66)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Mkt.Analysis: Medical (89)

New Equipment Digest, Penton IPC
Folio 400 rank: 169
26th by Total Trade Rev. (60)
99th by Trade Ad Pages (61)
15th by Trade Avg.Circ. (63)
83rd by Trade Gr.Un.Rv. (64)
Mkt.Analysis: New Industrial Products (91)
Mkt.Analysis: Plant Oper. (94)

New Shelter, Rodale Press
Folio 400 rank: 281
Consumer Newcomers (27)
Mkt.Analysis: Home Service (37)
Mkt.Analysis. Men's Service (Special Interest) (43)

New West, New West Comm. Corp.
Folio 400 rank: 125
79th by Advt Revenue (3)
65th by Advt Pages (4)
28th by Gross Unit Rev. (12)

New Woman, New Woman, Inc.
Folio 400 rank: 117
58th by Average Circulation (2)
44th by Newsstand Rev. (6)
18th by Nwstd. Copies (7)
19th by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)

Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Lifestyle (54)
Mkt.Analysis: Women's Service (56)

New York, New York Magazine Inc.
Folio 400 rank: 50
42nd by Advt Revenue (3)
22nd by Advt Pages (4)
16th by Gross Unit Rev. (12)
36th by Advt Unit Rev (13)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Lifestyle Dual Audience (39)

New York News Magazine, Chicago Tribune Co.
Folio 400 rank: 37
28th by Average Circulation (2)
24th by Advt Revenue (3)
19th by Advt Pages (4)
Top 10 Growth:Ad Pgs (18)

New York Times Magazine, New York Times, Inc.
Folio 400 rank: 28
49th by Average Circulation (2)
17th by Advt Revenue (3)
2nd by Advt Pages (4)
19th by Gross Unit Rev. (12)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Weeklies (52)

New Yorker, New Yorker
Folio 400 rank: 27
22nd by Advt Revenue (3)
3rd by Advt Pages (4)
99th by Sub Copies (5)
38th by Sub Revenue (11)
3rd by Gross Unit Rev. (12)
33rd by Advt Unit Rev (13)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: General Interest (Literature) (36)
Mkt.Analysis: Weeklies (52)

Newsweek, Washington Post Co.
Folio 400 rank: 4
20th by Average Circulation (2)
3rd by Advt Revenue (3)
7th by Advt Pages (4)
12th by Sub Copies (5)
22nd by Newsstand Rev. (6)
67th by Nwstd. Copies (7)
5th by Sub Revenue (11)
7th by Gross Unit Rev. (12)
30th by Advt Unit Rev (13)
61st by Retailer Profit (15)
Mkt.Analysis: News Magazines (45)
Mkt.Analysis: Weeklies (52)

Next, Next Publishing Co.
Folio 400 rank: 337
Consumer Newcomers (27)
Mkt.Analysis: General Interest (Humanities) (35)

Nuestro, Nuestro Publications Inc.
Folio 400 rank: 368
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad.Un.Rv. (25)

Nursing 80, Intermed Communications, Inc.
Folio 400 rank: 131
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
14th by Total Trade Rev. (60)
1st by Trade Sub.Rev. (62)
2nd by Trade Avg.Circ. (63)
37th by Trade Cir.Un.Rv (66)
Trade Growth:Advt.Pgs (69)
Mkt.Analysis: Nursing (92)

The Office, Office Publications, Inc.
Folio 400 rank: 303
80th by Total Trade Rev. (60)
56th by Trade Ad Pages (61)
28th by Trade Avg.Circ. (63)
Trade Growth:Tot.Rev (67)
Trade Growth:Gr.Un.Rv. (72)

Ohio Farmer, Harvest Publishing Co.
Folio 400 rank: 327
75th by Advt Pages (4)

Oil & Gas Journal, PennWell Publ. Co.
Folio 400 rank: 94
5th by Total Trade Rev. (60)
4th by Trade Ad Pages (61)
23rd by Trade Sub.Rev. (62)
3rd by Trade Gr.Un.Rv. (64)
2nd by Trade Ad.Un.Rv. (65)
14th by Trade Cir.Un.Rv (66)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Circ. (70)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Petroleum (93)

Omni, Penthouse International
Folio 400 rank: 52
87th by Average Circulation (2)
81st by Advt Revenue (3)
21st by Newsstand Rev. (6)
27th by Nwstd. Copies (7)
31st by Monthly Tot Rev. (8)
37th by Advt Unit Rev (13)
17th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Science (47)

1001 Home Ideas, Family Media Publishing Co.
Folio 400 rank: 107
70th by Average Circulation (2)
49th by Sub Copies (5)
35th by Sub Revenue (11)
87th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Home Service (37)

Organic Gardening, Rodale Press
Folio 400 rank: 78
54th by Average Circulation (2)
91st by Advt Pages (4)
34th by Sub Copies (5)
49th by Monthly Tot Rev. (8)
29th by Sub Revenue (11)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Home Service (37)
Mkt.Analysis: Lifestyle Dual Audience (39)

Oui, Laurant Publications, Ltd.
Folio 400 rank: 62
14th by Newsstand Rev. (6)
26th by Nwstd. Copies (7)
37th by Monthly Tot Rev. (8)
28th by Advt Unit Rev (13)
11th by Retailer Profit (15)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Men's Entertain. (41)
Mkt.Analysis: Men's Lifestyle (42)

Our Sunday Visitor, Our Sunday Visitor Inc.
Folio 400 rank: 232
62nd by Newsstand Rev. (6)
59th by Nwstd. Copies (7)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Cir.Un.Rv. (26)

Outdoor Life, Times Mirror Magazines
Folio 400 rank: 51
37th by Average Circulation (2)
48th by Advt Revenue (3)
28th by Sub Copies (5)
86th by Newsstand Rev. (6)
79th by Nwstd. Copies (7)
30th by Monthly Tot Rev. (8)
27th by Monthly Ad.Rev. (10)
41st by Sub Revenue (11)
70th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Fishing and Hunting (34)

Outside, Mariah Publications
Folio 400 rank: 369
Consumer Newcomers (27)
Mkt.Analysis: Sports (Special Interest) (49)

Packaging Digest, Delta Communications Inc.
Folio 400 rank: 320
92nd by Total Trade Rev. (60)
78th by Trade Gr.Un.Rv. (64)
Trade Growth:Circ. (70)

Pan Am Clipper, Ziff-Davis Publications
Folio 400 rank: 386
Consumer Newcomers (27)
Mkt.Analysis: Inflight (38)

Parade, Parade Publications Inc.
Folio 400 rank: 15
1st by Average Circulation (2)
4th by Advt Revenue (3)
Mkt.Analysis: Sunday Syndicated (50)
Mkt.Analysis: Weeklies (52)

Parents, Gruner & Jahr
Folio 400 rank: 61
46th by Average Circulation (2)
57th by Advt Revenue (3)
31st by Sub Copies (5)
36th by Monthly Tot Rev. (8)
35th by Monthly Ad.Rev. (10)
37th by Sub Revenue (11)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Service (56)
Mkt.Analysis: Women's Special Interest (57)

Patient Care, Patient Care Publications
Folio 400 rank: 241
50th by Total Trade Rev. (60)
35th by Trade Ad Pages (61)

Numbers in parentheses refer to sections

34th by Trade Avg.Circ. (63)
80th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Medical (89)

Pension & Investments Age, Crain Communications
Folio 400 rank: 393
Mkt.Analysis: Business (Financial) (31)
50th by Trade Gr.Un.Rv. (64)
38th by Trade Cir.Un.Rv (66)
Trade Newcomers (73)

Penthouse, Penthouse International
Folio 400 rank: 10
15th by Average Circulation (2)
30th by Advt Revenue (3)
100th by Advt Pages (4)
2nd by Newsstand Rev. (6)
5th by Nwstd. Copies (7)
4th by Monthly Tot Rev. (8)
13th by Monthly Ad.Rev. (10)
17th by Advt Unit Rev (13)
1st by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Men's Entnmt. (41)
Mkt.Analysis: Men's Lifestyle (42)

People, Time Inc.
Folio 400 rank: 6
26th by Average Circulation (2)
7th by Advt Revenue (3)
6th by Advt Pages (4)
5th by Newsstand Rev. (6)
9th by Nwstd. Copies (7)
23rd by Sub Revenue (11)
15th by Gross Unit Rev. (12)
2nd by Advt Unit Rev (13)
12th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Weeklies (52)

Petersen's Hunting, Petersen Publ. Company
Folio 400 rank: 311
99th by Retailer Profit (15)
Consumer Newcomers (27)
Mkt.Analysis: Fishing/Hunting (34)

Petersen's Photographic, Petersen Publishing Co.
Folio 400 rank: 229
100th by Retailer Profit (15)

Petroleum Engineer International, HBJ Inc.
Folio 400 rank: 365
75th by Trade Ad Pages (61)
42nd by Trade Gr.Un.Rv. (64)
36th by Trade Ad.Un.Rv. (65)
Trade Newcomers (73)
Mkt.Analysis: Petroleum (93)

Philadelphia, Municipal Publications, Inc.
Folio 400 rank: 231
33rd by Advt Pages (4)
11th by Monthly Ad Pgs. (9)

Pickup, Van & 4WD, CBS Consumer Publishing West
Folio 400 rank: 276
Top 10 Growth:Sub Rev (20)
Mkt.Analysis: Automotive (28)

Plant Engineering, Technical Publishing Co.
Folio 400 rank: 126
12th by Total Trade Rev. (60)
19th by Trade Ad Pages (61)
27th by Trade Gr.Un.Rv. (64)
23rd by Trade Ad.Un.Rv. (65)
Trade Growth:Circ. (70)
Mkt.Analysis: Plant Operat. (94)

Plastics Technology, Bill Communications
Folio 400 rank: 316
88th by Total Trade Rev. (60)
79th by Trade Ad Pages (61)
45th by Trade Gr.Un.Rv. (64)
39th by Trade Ad.Un.Rv. (65)
Trade Growth:Gr.Un.Rv. (72)

Playbill, American Theatre Press, Inc.
Folio 400 rank: 213
61st by Average Circulation (2)
94th by Advt Revenue (3)
Top 10 Growth:Avg.Circ (19)

Playboy, Playboy Enterprises
Folio 400 rank: 5
12th by Average Circulation (2)
15th by Advt Revenue (3)
50th by Advt Pages (4)
17th by Sub Copies (5)
4th by Newsstand Rev. (6)
7th by Nwstd. Copies (7)
2nd by Monthly Tot Rev. (8)
23rd by Monthly Ad Pgs. (9)
4th by Monthly Ad.Rev. (10)
11th by Sub Revenue (11)
35th by Advt Unit Rev (13)
2nd by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Men's Entnmt. (41)
Mkt.Analysis: Men's Lifestyle (42)

Players, Players Int'l Pub.
Folio 400 rank: 248
58th by Newsstand Rev. (6)
82nd by Nwstd. Copies (7)
29th by Advt Unit Rev (13)
Mkt.Analysis: Men's Entnmt. (41)

Playgirl, Ritter/Geller Commun.
Folio 400 rank: 74
24th by Newsstand Rev. (6)
29th by Nwstd. Copies (7)
45th by Monthly Tot Rev. (8)
40th by Advt Unit Rev (13)
18th by Retailer Profit (15)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Lifestyle (54)

Popular Electronics, Ziff-Davis Publ.
Folio 400 rank: 164
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: Men's Service (Special Interest) (43)

Popular Hot Rodding, Argus Publ.
Folio 400 rank: 236
73rd by Newsstand Rev. (6)
72nd by Nwstd. Copies (7)
Mkt.Analysis: Automotive (28)

Popular Mechanix, Hearst Publications
Folio 400 rank: 40
39th by Average Circulation (2)
39th by Advt Revenue (3)
56th by Advt Pages (4)
36th by Sub Copies (5)
53rd by Newsstand Rev. (6)
41st by Nwstd. Copies (7)
21st by Monthly Tot Rev. (8)
27th by Monthly Ad Pgs. (9)
19th by Monthly Ad.Rev. (10)
42nd by Sub Revenue (11)
44th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Mkt.Analysis: Men's Service (Special Interest) (43)

Popular Photography, Ziff-Davis Publ.
Folio 400 rank: 44
85th by Average Circulation (2)
33rd by Advt Revenue (3)
34th by Advt Pages (4)
70th by Sub Copies (5)
83rd by Newsstand Rev. (6)
86th by Nwstd. Copies (7)
25th by Monthly Tot Rev. (8)
12th by Monthly Ad Pgs. (9)
16th by Monthly Ad.Rev. (10)
32nd by Gross Unit Rev. (12)
72nd by Retailer Profit (15)

Popular Science, Times Mirror Magazines
Folio 400 rank: 42
31st by Average Circulation (2)
44th by Advt Revenue (3)
78th by Advt Pages (4)
27th by Sub Copies (5)
59th by Newsstand Rev. (6)
54th by Nwstd. Copies (7)
23rd by Monthly Tot Rev. (8)
41st by Monthly Ad Pgs. (9)
23rd by Monthly Ad.Rev. (10)
28th by Sub Revenue (11)
46th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Men's Service (Special Interest) (43)

Postgraduate Medicine, McGraw-Hill Pub.
Folio 400 rank: 263
64th by Total Trade Rev. (60)
60th by Trade Ad Pages (61)
24th by Trade Avg.Circ. (63)
Trade Growth:Circ. (70)
Mkt.Analysis: Medical (89)

Power, McGraw-Hill Publications
Folio 400 rank: 259
61st by Total Trade Rev. (60)
77th by Trade Ad Pages (61)
48th by Trade Sub.Rev. (62)
49th by Trade Gr.Un.Rv. (64)
46th by Trade Cir.Un.Rv (66)
Mkt.Analysis: Plant Operat. (94)
Mkt.Analysis: Power (95)

Power Engineering, Technical Publishing
Folio 400 rank: 347
60th by Trade Gr.Un.Rv. (64)
Mkt.Analysis: Power (95)

Prairie Farmer, Farm Progress Publ.
Folio 400 rank: 148
77th by Advt Revenue (3)
49th by Advt Pages (4)
12th by Gross Unit Rev. (12)

Prevention, Rodale Press
Folio 400 rank: 39
25th by Average Circulation (2)

Numbers in parentheses refer to sections

- 65th by Advt Revenue (3)
- 77th by Advt Pages (4)
- 16th by Sub Copies (5)
- 20th by Monthly Tot Rev. (8)
- 40th by Monthly Ad Pgs. (9)
- 40th by Monthly Ad.Rev. (10)
- 15th by Sub Revenue (11)
- Top 10 Growth:Avg.Circ (19)
- Top 10 Growth:Sub Rev (20)
- Top 10 Growth:Sub Cop (21)
- Top 10 Growth:Cir.Un.Rv. (26)
- Mkt.Analysis: Lifestyle Dual Audience (39)

Product Design & Development, Chilton Pub.
- Folio 400 rank: 280
- 70th by Total Trade Rev. (60)
- 81st by Trade Ad Pages (61)
- 29th by Trade Avg.Circ. (63)
- Mkt.Analysis: Product Design (96)

Production, Bramson Publishing Co.
- Folio 400 rank: 342
- 90th by Trade Ad Pages (61)
- 90th by Trade Gr.Un.Rv. (64)
- Trade Growth:Advt.Rev. (68)
- Trade Growth:Advt.Pgs (69)
- Trade Growth:Ad.Un.Rv. (71)
- Trade Growth:Gr.Un.Rv. (72)
- Mkt.Analysis: Metal (90)

Production Engineering, Penton IPC
- Folio 400 rank: 367
- Mkt.Analysis: Metal (90)

Professional Builder, Cahners Publ.
- Folio 400 rank: 211
- 40th by Total Trade Rev. (60)
- 66th by Trade Ad Pages (61)
- 41st by Trade Avg.Circ. (63)
- 69th by Trade Gr.Un.Rv. (64)
- Mkt.Analysis: Housing (87)

Progressive Architecture, Penton IPC
- Folio 400 rank: 251
- 56th by Total Trade Rev. (60)
- 91st by Trade Ad Pages (61)
- 37th by Trade Sub.Rev. (62)
- 62nd by Trade Gr.Un.Rv. (64)
- 36th by Trade Cir.Un.Rv (66)
- Trade Growth:Tot.Rev (67)
- Trade Growth:Advt.Rev. (68)
- Trade Growth:Advt.Pgs (69)
- Trade Growth:Ad.Un.Rv (71)
- Trade Growth:Gr.Un.Rv. (72)
- Mkt.Analysis: Architectural (76)

Progressive Farmer, Progressive Farmer Company, Inc.
- Folio 400 rank: 96
- 97th by Average Circulation (2)
- 67th by Advt Revenue (3)
- 56th by Sub Copies (5)
- 42nd by Monthly Ad.Rev. (10)

Progressive Grocer, Progressive Grocer Company, Inc.
- Folio 400 rank: 235
- 47th by Total Trade Rev. (60)
- 65th by Trade Gr.Un.Rv. (64)
- Mkt.Analysis: Grocery (85)

Psychology Today, Ziff-Davis Publications
- Folio 400 rank: 63
- 68th by Average Circulation (2)
- 55th by Advt Revenue (3)
- 47th by Sub Copies (5)
- 95th by Newsstand Rev. (6)
- 88th by Nwstd. Copies (7)
- 38th by Monthly Tot Rev. (8)
- 33rd by Monthly Ad.Rev. (10)
- 49th by Sub Revenue (11)
- 75th by Retailer Profit (15)
- Mkt.Analysis: General Interest (Humanities) (35)
- Mkt.Analysis: Lifestyle Dual Audience (39)

Publishers Weekly, Miller Freeman Publ.
- Folio 400 rank:283
- 71st by Total Trade Rev. (60)
- 24th by Trade Ad Pages (61)
- 33rd by Trade Sub.Rev. (62)
- 34th by Trade Gr.Un.Rv. (64)
- 48th by Trade Ad.Un.Rv. (65)
- 10th by Trade Cir.Un.Rv (66)

Pulp & Paper, Miller-Freeman Publ.
- Folio 400 rank: 364
- 48th by Trade Ad Pages (61)
- 22nd by Trade Gr.Un.Rv. (64)
- 18th by Trade Ad.Un.Rv. (65)
- Trade Newcomers (73)

Purchasing, Cahners Publ.
- Folio 400 rank: 177
- 27th by Total Trade Rev. (60)
- 21st by Trade Ad Pages (61)
- 56th by Trade Gr.Un.Rv. (64)
- Trade Growth:Circ. (70)

Purchasing World, Technical Publishing Co.
- Folio 400 rank: 396
- 100th by Trade Ad Pages (61)
- Trade Newcomers (73)

Quest, Ambassador International Cultural Foundation
- Folio 400 rank: 296
- Top 10 Growth:Ad Rev (17)
- Top 10 Growth:Avg.Circ (19)
- Top 10 Growth:Nwstd Cop (23)
- Mkt.Analysis: General Interest (Humanities) (35)
- Note: Folded into Prime Time,1981

Radio Electronics, Gernsbeck Publications
- Folio 400 rank: 332

Reader's Digest, Reader's Digest Association, Inc.
- Folio 400 rank: 3
- 3rd by Average Circulation (2)
- 9th by Advt Revenue (3)
- 70th by Advt Pages (4)
- 1st by Sub Copies (5)
- 18th by Newsstand Rev. (6)
- 14th by Nwstd. Copies (7)
- 1st by Monthly Tot Rev. (8)
- 35th by Monthly Ad Pgs. (9)
- 1st by Monthly Ad.Rev. (10)
- 1st by Sub Revenue (11)
- 15th by Retailer Profit (15)
- Top 10 Growth:Sub Rev (20)
- Top 10 Growth:Sub Cop (21)
- Top 10 Growth:Nwstd Rev (22)
- Top 10 Growth:Cir.Un.Rv. (26)
- Mkt.Analysis: General Interest (Literature) (36)

Redbook, Charter Co.
- Folio 400 rank: 21
- 17th by Average Circulation (2)
- 21st by Advt Revenue (3)
- 55th by Advt Pages (4)
- 9th by Sub Copies (5)
- 29th by Newsstand Rev. (6)
- 20th by Nwstd. Copies (7)
- 10th by Monthly Tot Rev. (8)
- 26th by Monthly Ad Pgs. (9)
- 8th by Monthly Ad.Rev. (10)
- 12th by Sub Revenue (11)
- 25th by Retailer Profit (15)
- Top 10 Growth:Sub Rev (20)
- Top 10 Growth:Sub Cop (21)
- Top 10 Growth:Gr.Un.Rv. (24)
- Top 10 Growth:Cir.Un.Rv. (26)
- Mkt.Analysis: Women's Mass Market (55)
- Mkt.Analysis: Women's Service (56)

Restaurant Business, Bill Communications
- Folio 400 rank: 206
- 35th by Total Trade Rev. (60)
- 41st by Trade Ad Pages (61)
- 46th by Trade Gr.Un.Rv. (64)
- 40th by Trade Ad.Un.Rv. (65)
- Mkt.Analysis: Food Service (84)

Restaurant Hospitality, Penton IPC
- Folio 400 rank: 352
- 87th by Trade Gr.Un.Rv. (64)
- Mkt.Analysis: Food Service (84)

Restaurants & Institutions, Cahners Publishing Co.
- Folio 400 rank: 127
- 13th by Total Trade Rev. (60)
- 31st by Trade Ad Pages (61)
- 43rd by Trade Avg.Circ. (63)
- 39th by Trade Gr.Un.Rv. (64)
- 31st by Trade Ad.Un.Rv. (65)
- Trade Growth:Ad.Un.Rv. (71)
- Trade Growth:Gr.Un.Rv. (72)
- Mkt.Analysis: Food Service (84)

RN, International Thompson Co.
- Folio 400 rank: 209
- Top 10 Growth:Sub Rev (20)
- 38th by Total Trade Rev. (60)
- 4th by Trade Sub.Rev. (62)
- 4th by Trade Avg.Circ. (63)
- 27th by Trade Cir.Un.Rv (66)
- Trade Growth:Tot.Rev (67)
- Trade Growth:Advt.Rev. (68)
- Trade Growth:Advt.Pgs (69)
- Trade Growth Ad.Un.Rv. (71)
- Trade Growth Gr.Un.Rv. (72)
- Mkt.Analysis: Nursing (92)

Road & Track, CBS Consumer Publishing Division West
- Folio 400 rank: 72
- 63rd by Advt Revenue (3)
- 68th by Advt Pages (4)
- 60th by Newsstand Rev. (6)
- 62nd by Nwstd. Copies (7)
- 43rd by Monthly Tot Rev. (8)
- 34th by Monthly Ad Pgs. (9)
- 39th by Monthly Ad.Rev. (10)
- 45th by Gross Unit Rev. (12)
- 49th by Retailer Profit (15)
- Top 10 Growth:Ad Rev (17)
- Top 10 Growth:Ad Pgs (18)
- Mkt.Analysis: Automotive (28)

Rolling Stone, Straight Arrow Publ.
- Folio 400 rank: 65
- 68th by Advt.Rev. (3)
- 83rd by Advt Pages (4)
- 38th by Newsstand Rev. (6)
- 57th by Nwstd. Copies (7)
- 55th by Retailer Profit (15)
- Mkt.Analysis: General Interest (Literature) (36)
- Mkt.Analysis: Music (44)

Rotarian, Rotary International
- Folio 400 rank: 362
- 97th by Sub Copies (5)
- Top 10 Growth:Tot Rev (16)
- Top 10 Growth:Cir.Un.Rv. (26)

Runner's World, Runner's World Pub.
- Folio 400 rank: 153
- 89th by Newsstand Rev. (6)
- 99th by Nwstd. Copies (7)
- 73rd by Retailer Profit (15)
- Mkt.Analysis: Sports Special Interest (49)

Sail, Meredith Publishing Co.
- Folio 400 rank: 142
- 92nd by Advt Revenue (3)
- 44th by Advt Pages (4)

Numbers in parentheses refer to sections

19th by Monthly Ad Pgs. (9)
18th by Gross Unit Rev. (12)
48th by Advt Unit Rev (13)
97th by Retailer Profit (15)
Mkt.Analysis: Marine (40)

Sales & Marketing Management, Bill Communications
Folio 400 rank: 301
79th by Total Trade Rev. (60)
26th by Trade Sub.Rev. (62)
52nd by Trade Gr.Un.Rv. (64)
12th by Trade Cir.Un.Rv (66)
Trade Growth:Advt.Pgs (69)
Mkt.Analysis: Business (General) (32)
Mkt.Analysis: Marketing (88)

San Diego, San Diego Magazine Publ. Co.
Folio 400 rank: 370
32nd by Advt Pages (4)
10th by Monthly Ad Pgs. (9)
Consumer Newcomers (27)

Saturday Evening Post, Curtis Publishing Company
Folio 400 rank: 185
94th by Newsstand Rev. (6)
81st by Nwstd. Copies (7)
63rd by Retailer Profit (15)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: General Interest (Literature) (36)

Saturday Review, Macro Communications
Folio 400 rank: 149
91st by Sub Copies (5)
Mkt.Analysis: General Interest (Literature) (36)

Science, American Assn. for the Advancement of Science
Folio 400 rank: 174
58th by Advt Pages (4)
21st by Gross Unit Rev. (12)
Mkt.Analysis: Research & Development (97)

Science News, Science Service, Inc.
Folio 400 rank: 354
Consumer Newcomers (27)
Mkt.Analysis: Science (47)

Science 80, American Assn. for the Advancement of Science
Folio 400 rank: 279
Consumer Newcomers (27)
Mkt.Analysis: Science (47)

Scientific American, Scientific American Inc.
Folio 400 rank: 45
46th by Advt Revenue (3)
71st by Advt Pages (4)
86th by Sub Copies (5)
71st by Newsstand Rev. (6)
91st by Nwstd. Copies (7)
26th by Monthly Tot Rev. (8)
36th by Monthly Ad Pgs. (9)
25th by Monthly Ad Rev. (10)
33rd by Sub Revenue (11)
37th by Gross Unit Rev. (12)
41st by Advt Unit Rev (13)
58th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Gr.Un.Rv. (24)
Mkt.Analysis: Science (47)

Self, Conde Nast Publications
Folio 400 rank: 77
89th by Average Circulation (2)
83rd by Advt Revenue (3)
47th by Newsstand Rev. (6)
42nd by Nwstd. Copies (7)
48th by Monthly Tot Rev. (8)
36th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Lifestyle (54)
Mkt.Analysis: Women's Service (56)

Sesame Street, Children's Television Workshop
Folio 400 rank: 210
76th by Average Circulation (2)
76th by Sub Copies (5)
88th by Newsstand Rev. (6)
43rd by Nwstd. Copies (7)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Youth (58)

Seventeen, Triangle Communications
Folio 400 rank: 38
45th by Average Circulation (2)
38th by Advt Revenue (3)
57th by Advt Pages (4)
58th by Sub Copies (5)
43rd by Newsstand Rev. (6)
24th by Nwstd. Copies (7)
19th by Monthly Tot Rev. (8)
28th by Monthly Ad Pgs. (9)
18th by Monthly Ad.Rev. (10)
34th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Youth (58)

Sheet Music, Shacor, Inc.
Folio 400 rank: 389
Consumer Newcomers (27)

Shooting Times, P.J.S. Publications
Folio 400 rank: 353
92nd by Retailer Profit (15)
Mkt.Analysis: Fishing & Hunting (34)

Signature, Diner's Club Inc.
Folio 400 rank: 196
77th by Sub Copies (5)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Travel (51)

Sixteen, Sixteen Magazine, Inc.
Folio 400 rank: 376
81st by Newsstand Rev. (6)
68th by Nwstd. Copies (7)
67th by Retailer Profit (15)
Mkt.Analysis: Youth (58)

Ski, Times Mirror Magazines
Folio 400 rank: 188
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Sports Special Interest (49)

Skiing, Ziff-Davis Publications
Folio 400 rank: 140
87th by Advt Revenue (3)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Sports Special Interest (49)

Skin Diver, Petersen Publishing Co.
Folio 400 rank: 289
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: Sports Special Interest (49)

Smithsonian, Smithsonian Institute
Folio 400 rank: 34
33rd by Average Circulation (2)
40th by Advt Revenue (3)
87th by Advt Pages (4)
21st by Sub Copies (5)
16th by Monthly Tot Rev. (8)
48th by Monthly Ad Pgs. (9)
20th by Monthly Ad.Rev. (10)
16th by Sub Revenue (11)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: General Interest (Humanities) (35)

Soap Opera Digest, S.O.D. Publishing
Folio 400 rank: 129
39th by Newsstand Rev. (6)
37th by Nwstd. Copies (7)
45th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Special Interest (57)

Soldier of Fortune, Omega Group Ltd.
Folio 400 rank: 286

Southern Living, Progressive Farmer Corporation
Folio 400 rank: 30
35th by Average Circulation (2)
28th by Advt Revenue (3)
51st by Advt Pages (4)
24th by Sub Copies (5)
13th by Monthly Tot Rev. (8)
24th by Monthly Ad Pgs. (9)
12th by Monthly Ad.Rev. (10)
18th by Sub Revenue (11)
84th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Home Service (37)

Sport, Southwest Media Inc.
Folio 400 rank: 86
65th by Average Circulation (2)
86th by Advt Revenue (3)
45th by Sub Copies (5)
93rd by Newsstand Rev. (6)
85th by Nwstd. Copies (7)
74th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Sports General (48)

Sporting News, Times Mirror Publ.
Folio 400 rank: 88
15th by Advt Unit Rev (13)
98th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Sports (General) (48)
Mkt.Analysis: Weeklies (52)

Sports Afield, Hearst Publishing
Folio 400 rank: 121
97th by Advt Revenue (3)
81st by Advt Pages (4)
100th by Sub Copies (5)
96th by Newsstand Rev. (6)
98th by Nwstd. Copies (7)

Numbers in parentheses refer to sections

44th by Monthly Ad Pgs. (9)
78th by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Fishing & Hunting (34)

Sports Illustrated, Time Inc.
Folio 400 rank: 7
27th by Average Circulation (2)
6th by Advt Revenue (3)
15th by Advt Pages (4)
18th by Sub Copies (5)
46th by Newsstand Rev. (6)
6th by Sub Revenue (11)
8th by Gross Unit Rev. (12)
16th by Advt Unit Rev (13)
95th by Retailer Profit (15)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Sports (General) (48)
Mkt.Analysis: Weeklies (52)

Stag, Swank Magazine Corp.
Folio 400 rank: 366
77th by Newsstand Rev. (6)
Mkt.Analysis: Men's Entnmt. (41)

The Star, News Group Publications
Folio 400 rank: 23
18th by Average Circulation (2)
58th by Advt Revenue (3)
94th by Advt Pages (4)
7th by Newsstand Rev. (6)
6th by Newstd. Copies (7)
43rd by Advt Unit Rev (13)
16th by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Weeklies (52)

Stereo Review, Ziff-Davis Publications
Folio 400 rank: 91
59th by Advt Revenue (3)
96th by Sub Copies (5)
36th by Monthly Ad.Rev. (10)
38th by Gross Unit Rev. (12)
Mkt.Analysis: Music (44)

Successful Farming, Meredith Corporation
Folio 400 rank: 102
61st by Advt Revenue (3)
71st by Sub Copies (5)
37th by Monthly Ad.Rev. (10)

Successful Meetings, Bill Communications
Folio 400 rank: 260
62nd by Total Trade Rev. (60)
72nd by Trade Ad Pages (61)
66th by Trade Gr.Un.Rv. (64)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)

Sunset, Lane Publishing Company
Folio 400 rank: 35
50th by Average Circulation (2)
31st by Advt Revenue (3)
36th by Advt Pages (4)
35th by Sub Copies (5)
17th by Monthly Tot Rev. (8)
14th by Monthly Ad Pgs. (9)
14th by Monthly Ad.Rev. (10)
40th by Sub Revenue (11)
50th by Gross Unit Rev. (12)
89th by Retailer Profit (15)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Home Service (37)

Supermarket News, Fairchild Publications
Folio 400 rank: 228
44th by Total Trade Rev. (60)
78th by Trade Ad Pages (61)
46th by Trade Gr.Un.Rv. (64)
38th by Trade Ad.Un.Rv. (65)
Mkt.Analysis: Grocery (85)

Swank, Swank Magazine Corporation
Folio 400 rank: 226
49th by Newsstand Rev. (6)
84th by Nwstd. Copies (7)
9th by Advt Unit Rev (13)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Men's Entnmt. (41)

Teen, Petersen Publishing Co.
Folio 400 rank: 81
73rd by Average Circulation (2)
64th by Sub Copies (5)
65th by Newsstand Rev. (6)
55th by Nwstd. Copies (7)
52nd by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Youth (58)

Telephony, Telephony Publishing Corp.
Folio 400 rank: 291
74th by Total Trade Rev. (60)
13th by Trade Ad Pages (61)
47th by Trade Sub.Rev. (62)
31st by Trade Gr.Un.Rv. (64)
37th by Trade Ad.Un.Rv. (65)
28th by Trade Cir.Un.Rv (66)

TV Guide, Triangle Publishing Co.
Folio 400 rank: 1
2nd by Average Circulation (2)
1st by Advt Revenue (3)
5th by Advt Pages (4)
4th by Sub Copies (5)
1st by Newsstand Rev. (6)
1st by Nwstd. Copies (7)
2nd by Sub Revenue (11)
45th by Advt Unit Rev (13)
4th by Retailer Profit (15)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Weeklies (52)

Tennis, New York Times Co.
Folio 400 rank: 144
91st by Advt Revenue (3)
Mkt.Analysis: Sports Special Interest (49)

Texas Monthly, Mediatex Communications
Folio 400 rank: 128
78th by Advt Revenue (3)
35th by Advt Pages (4)
13th by Monthly Ad Pgs. (9)
50th by Monthly Ad.Rev. (10)
25th by Gross Unit Rev. (12)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)

Tiger Beat, Laufer Company
Folio 400 rank: 307
82nd by Newsstand Rev. (6)
75th by Nwstd. Copies (7)
68th by Retailer Profit (15)
Mkt.Analysis: Youth (58)

Time, Time Inc.
Folio 400 rank: 2
16th by Average Circulation (2)
2nd by Advt Revenue (3)
11th by Advt Pages (4)
8th by Sub Copies (5)
15th by Newsstand Rev. (6)
56th by Nwstd. Copies (7)
3rd by Sub Revenue (11)
10th by Gross Unit Rev. (12)
21st by Advt Unit Rev (13)
50th by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: News Magazines (45)
Mkt.Analysis: Weeklies (52)

Today's Education, National Education Assn.
Folio 400 rank: 346
Top 10 Growth:Sub Rev (20)
17th by Trade Sub.Rev. (62)
1st by Trade Avg.Circ. (63)
Mkt.Analysis: Education (82)

Tooling & Production, Huebner Publ.
Folio 400 rank: 313
85th by Total Trade Rev. (60)
37th by Trade Ad Pages (61)
75th by Trade Gr.Un.Rv. (64)
Trade Growth:Tot.Rev (67)
Trade Growth:Advt.Rev. (68)
Trade Growth:Advt.Pgs (69)
Trade Growth:Ad.Un.Rv. (71)
Trade Growth:Gr.Un.Rv. (72)
Mkt.Analysis: Metal (90)

Town & Country, Hearst Publishing
Folio 400 rank: 119
72nd by Advt Revenue (3)
43rd by Advt Pages (4)
18th by Monthly Ad Pgs. (9)
45th by Monthly Ad.Rev. (10)
13th by Gross Unit Rev. (12)
91st by Retailer Profit (15)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Cop (21)
Mkt.Analysis: Lifestyle Dual Audience (39)
Mkt.Analysis: Women's Lifestyle (54)

Trailer Life, TL Enterprises
Folio 400 rank: 299

Travel Agent,
Folio 400 rank: 183
29th by Total Trade Rev. (60)
1st by Trade Ad Pages (61)
6th by Trade Gr.Un.Rv. (64)
3rd by Trade Ad.Un.Rv. (65)
Trade Growth:Circ. (70)

Travel/Holiday, Travel/Holiday Magazine
Folio 400 rank: 163
65th by Sub Copies (5)
Top 10 Growth:Ad Pgs (18)
Mkt.Analysis: Travel (51)

Travel & Leisure, American Express Co.
Folio 400 rank: 64
81st by Average Circulation (2)
50th by Advt Revenue (3)
84th by Advt Pages (4)
50th by Sub Copies (5)
39th by Monthly Tot Rev. (8)
46th by Monthly Ad Pgs. (9)
29th by Monthly Ad.Rev. (10)
44th by Sub Revenue (11)
Mkt.Analysis: Lifestyle Dual

Numbers in parentheses refer to sections

Audience (39)
Mkt.Analysis: Travel (51)

True Confessions, McFadden Women's Group
Folio 400 rank: 381
92nd by Newsstand Rev. (6)
70th by Nwstd. Copies (7)
Mkt.Analysis: Women's Special Interest (57)

True Story, Macfadden Women's Group
Folio 400 rank: 89
51st by Average Circulation (2)
66th by Newsstand Rev. (6)
45th by Nwstd. Copies (7)
53rd by Retailer Profit (15)
Mkt.Analysis: Women's Special Interest (57)

TWA Ambassador, Webb Publications
Folio 400 rank: 285
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt Analysis: General Interest (Literature) (36)
Mkt.Analysis: Inflight (38)

United Mainliner, East/West Co.
Folio 400 rank: 212
93rd by Advt Revenue (3)
79th by Advt Pages (4)
42nd by Monthly Ad Pgs. (9)
40th by Gross Unit Rev. (12)
Mkt.Analysis: Inflight (38)

U.S. News & World & Report, U.S. News & World Report, Inc.
Folio 400 rank: 17
29th by Average Circulation (2)
14th by Advt Revenue (3)
26th by Advt Pages (4)
19th by Sub Copies (5)
9th by Sub Revenue (11)
24th by Gross Unit Rev. (12)
39th by Advt Unit Rev (13)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: News Magazines (45)
Mkt.Analysis: Weeklies (52)

Us, Peters Publishing
Folio 400 rank: 59
74th by Average Circulation (2)
27th by Newsstand Rev. (6)
22nd by Nwstd. Copies (7)
38th by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Weeklies (52)

Velvet, Eton Publ. Co.
Folio 400 rank: 166
40th by Newsstand Rev. (6)
63rd by Nwstd. Copies (7)
5th by Advt Unit Rev (13)
Mkt.Analysis: Men's Entnmt. (41)

V.F.W. Magazines, Veterans of Foreign Wars
Folio 400 rank: 333
36th by Average Circulation (2)
23rd by Sub Copies (5)
Top 10 Growth:Ad Pgs (18)

Vogue, Conde Nast Publications
Folio 400 rank: 31
72nd by Average Circulation (2)
27th by Advt Revenue (3)
17th by Advt Pages (4)
23rd by Newsstand Rev. (6)
28th by Nwstd. Copies (7)
14th by Monthly Tot Rev. (8)
4th by Monthly Ad Pgs. (9)
11th by Monthly Ad.Rev. (10)
33rd by Gross Unit Rev. (12)
47th by Advt Unit Rev (13)
20th by Retailer Profit (15)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Mkt.Analysis: Women's Fashion (53)
Mkt.Analysis: Lifestyle (54)

Vogue Patterns, Butterick Co.
Folio 400 rank: 397
74th by Nwstd. Copies (7)
64th by Retailer Profit (15)
Mkt.Analysis: Women's Special Interest (57)

W Magazine, Fairchild Publications
Folio 400 rank: 161
26th by Gross Unit Rev. (12)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Women's Fashion (53)

Wallace's Farmer, Wallace Homestead Co.
Folio 400 rank: 175
84th by Advt Revenue (3)
28th by Advt Pages (4)
6th by Gross Unit Rev. (12)

Washington Post Magazine, Washington Post Co.
Folio 400 rank: 111
99th by Average Circulation (2)
53rd by Advt Revenue (3)
9th by Advt Pages (4)

Washington Reports, U.S Chamber of Commerce
Folio 400 rank: 199
85th by Sub Copies (5)
Consumer Newcomers (27)
Mkt.Analysis: Business (Gen.) (32)

Washingtonian,
Folio 400 rank: 245
47th by Advt Pages (4)
21st by Monthly Ad Pgs. (9)
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Gr.Un.Rv. (24)
Top 10 Growth:Ad.Un.Rv. (25)

Weight Watchers Magazine, WW - 21st Corporation
Folio 400 rank: 171
79th by Sub Copies (5)
80th by Nwstd. Copies (7)
81st by Retailer Profit (15)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Special Interest (57)

Western Horseman, Western Horseman, Inc.
Folio 400 rank: 340

Westways, Auto Club of S. Calif.
Folio 400 rank: 357
Consumer Newcomers (27)

Wisconson Agriculturist, Farm Progress Publications
Folio 400 rank: 325
76th by Advt Pages (4)

Woman's Day, CBS Publications
Folio 400 rank: 8
7th by Average Circulation (2)
8th by Advt Revenue (3)
38th by Advt Pages (4)
8th by Newsstand Rev. (6)
2nd by Nwstd. Copies (7)
3rd by Retailer Profit (15)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Nwstd Rev (22)
Top 10 Growth:Nwstd Cop (23)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Mass Market (55)
Mkt.Analysis: Women's Service (56)

Women's Wear Daily, Fairchild Publications
Folio 400 rank: 69
1st by Total Trade Rev. (60)
5th by Trade Ad Pages (61)
8th by Trade Sub.Rev. (62)
4th by Trade Gr.Un.Rv. (64)
6th by Trade Ad.Un.Rv. (65)
5th by Trade Cir.Un.Rv (66)
Trade Growth:Circ. (70)
Mkt.Analysis: Apparel (74)

Workbasket, Modern Handcrafts, Inc.
Folio 400 rank: 221
44th by Average Circulation (2)
30th by Sub Copies (5)
Top 10 Growth:Ad.Un.Rv. (25)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Women's Special Interest (57)

Workbench, Modern Handcrafts, Inc.
Folio 400 rank: 287
78th by Sub Copies (5)

Working Mother, McCall Publishing Co.
Folio 400 rank: 324
Consumer Newcomers (27)
Mkt.Analysis: Women's Lifestyle (54)
Mkt.Analysis: Women's Service (56)

Working Woman, Hal Publications
Folio 400 rank: 203
Top 10 Growth:Tot Rev (16)
Top 10 Growth:Ad Rev (17)
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Avg.Circ (19)
Top 10 Growth:Sub Rev (20)
Top 10 Growth:Sub Cop (21)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Women's Lifestyle (54)

World Oil, Gulf Publishing Co.
Folio 400 rank: 314
86th by Total Trade Rev. (60)
44th by Trade Ad Pages (61)
33rd by Trade Gr.Un.Rv. (64)
28th by Trade Ad.Un.Rv. (65)
Trade Newcomers (73)
Mkt.Analysis: Petroleum (93)

World Tennis, CBS Publications
Folio 400 rank: 201
Top 10 Growth:Ad Pgs (18)
Top 10 Growth:Ad.Un.Rv. (25)
Mkt.Analysis: Sports Special Interest (49)

Yachting, Ziff-Davis Publishing Co.
Folio 400 rank: 160
23rd by Advt Pages (4)
6th by Monthly Ad Pgs. (9)
11th by Gross Unit Rev. (12)
50th by Advt Unit Rev (13)
Top 10 Growth:Cir.Un.Rv. (26)
Mkt.Analysis: Marine (40)

Yankee, Yankee, Inc.
Folio 400 rank: 110
88th by Average Circulation (2)
66th by Advt Pages (4)
63rd by Sub Copies (5)
33rd by Monthly Ad Pgs. (9)
Top 10 Growth:Tot Rev (16)
Mkt.Analysis: Lifestyle Dual Audience (39)

Numbers in parentheses refer to sections

Automotive (28)
Autoweek
Car Craft
Car & Driver
Crossroads
Four Wheel & Off Road
Motor Trend
Pickup Van & 4 WD
Popular Hot Rodding
Road & Track

Black Ethnic (29)
Black Enterprises
Ebony
Essence
Jet

Bridal (30)
Bride's
Modern Bride

Business (Financial) (31)
Barron's
Financial World
Institutional Investor
Pension & Investments Age

Business (General) (32)
ABA Journal
Black Enterprise
Business Week
Dun's Review
Forbes
Fortune
Harvard Business Review
Inc.
Industry Week
Nation's Business
Sales & Marketing Management
Washington Report

Culinary (33)
Bon Appetit
Cuisine
Gourmet

Fishing & Hunting (34)
Bassmaster
Field & Stream
Guns & Ammo
Outdoor Life
Petersen's Hunting
Shooting Times
Sports Afield

General Interest (Humanities) (35)
Geo
Life
National Geographic
Natural History
Next
Psychology Today
Quest
Smithsonian

General Interest (Literature) (36)
The Atlantic
Book Digest
Ebony
Esquire
Harper's
The New Yorker
Reader's Digest
Rolling Stone
Saturday Evening Post
Saturday Review
TWA Ambassador

Home Service (37)
Architectural Digest
Better Homes & Gardens
Blair & Ketchums' Country Journal
Cappers Weekly
Colonial Homes
Country Living
1001 Decorating Ideas
Early American Life
The Family Handyman
Flower & Garden
Home (Hudson Home)
House Beautiful
House & Garden
Houston Home/Garden
Metropolitan Home
New Shelter
Organic Gardening
Southern Living
Sunset

Inflight (38)
American Way
Eastern Review
Pan Am Clipper
TWA Ambassador
United Mainliner

Lifestyle Dual Audience (39)
Architectural Digest
Blair & Ketchums' Country Journal
Bon Appetit
Cuisine
Forum
Gourmet
High Times
Metropolitan Home
Money
Mother Earth News
New York
Organic Gardening
Prevention
Psychology Today
Town & Country
Travel & Leisure
Yankee

Marine (40)
Boating
Motor Boating & Sailing
Sail
Yachting

Men's Entertainment (41)
Adam
Cheri
Chic
Club
Club International
Eros
Gallery
Genesis
High Society
Hustler
Oui
Penthouse
Playboy
Players
Stag
Swank
Velvet

Men's Lifestyle (42)
Esquire
Gentlemen's Quarterly
Oui
Penthouse
Playboy

Men's Service (43)
The Family Handyman
Mechanix Illustrated
New Shelter
Popular Electronics
Popular Mechanics
Popular Science

Music & Equipment (44)
Audio
Circus
Country Music
High Fidelity
Rolling Stone
Stereo Review

News Magazines (45)
Newsweek
Time
U.S. News & World Report

Personal Finance (46)
Changing Times
Consumers Digest
Consumer Reports
Money

Science (General) (47)
Audubon
Discover
National Wildlife
Natural History
Omni
Science '80
Science News
Scientific American

Sports (General Interest) (48)
Inside Sports
Sport
Sporting News
Sports Illustrated

Sports (Special Interest) (49)
Golf
Golf Digest
Outside
Runner's World
Ski
Skiing
Skin Diver
Tennis
World Tennis

Sunday Syndicated (50)
Family Weekly
Parade

Travel (51)
Motorland
Signature
Travel/Holiday
Travel & Leisure

Weeklies (52)
Business Week
Family Weekly
The Globe
Grit
Jet
National Enquirer
Newsweek
The New Yorker
New York Times Magazine
Parade
People
Sporting News
Sports Illustrated
The Star
Time
TV Guide
Us
U.S. News & World Report

Women's Fashion (53)
Glamour
Harper's Bazaar
Mademoiselle
Vogue
W

Women's Lifestyle (54)
Cosmopolitan
Essence
Glamour
Mademoiselle
Ms.

Numbers in parentheses refer to sections

- New Woman
- Playgirl
- Self
- Town & Country
- Vogue
- Working Mother
- Working Woman

Women's Mass Market (55)
- Better Homes & Gardens
- Family Circle
- Good Housekeeping
- Ladies Home Journal
- McCall's
- Redbook
- Woman's Day

Women's Service (56)
- Family Circle
- Good Housekeeping
- Ladies Home Journal
- McCall's
- New Woman
- Parents
- Redbook
- Self
- Woman's Day
- Working Mother

Women's Special Interest (57)
- American Baby
- Decorating & Craft Ideas
- McCall's Needlework & Crafts
- Parents
- Soap Opera Digest

- True Confessions
- True Story
- Vogue Patterns
- Weight Watchers Magazine
- Workbasket

Youth (58)
- Boy's Life
- Co-Ed
- Highlights for Children
- Jack & Jill
- National Geographic World
- Sesame Street
- Seventeen
- Sixteen
- Teen
- Tiger Beat

Apparel (74)
- Daily News Record
- Men's Wear
- Women's Wear Daily

Aerospace & Aviation (75)
- The AOPA Pilot
- Aviation Week & Space Technology
- Business & Commercial Aviation
- Flying

Architecture (76)
- Architectural Record
- Progressive Architecture

Automotive (77)
- Automotive News
- Motor

Chemical Process Industry (78)
- Chemical & Engineering News
- Chemical Engineering
- Chemical Equipment
- Chemical Processing
- Chemical Week

Computer OEM/Micro (79)
- Computer Design
- Mini-Micro Systemse

Computer User/Industry (80)
- Computer Decisions
- Computerworld
- Datamation
- Infosystems
- Mini-Micro Systems

Heavy Construction & Engineering
- Construction Equipment
- Engineering News Record
- Highway & Heavy Construction

Education (82)
- The Chronicle of Higher Education
- Instructor
- Learning
- Today's Education

Electronics (News, Design) (83)
- Computer Design
- EDN
- Electronic Buyers News
- Electronic Design
- Electronic Engineering Times
- Electronic News
- Electronic Products
- Electronics
- IEEE Spectrum

Food Service & Restaurants (84)
- Nation's Restaurant News
- Restaurant Business

- Restaurant Hospitality
- Restaurants & Institutions

Grocery (85)
- Chain Store Age (Supermarkets)
- Progressive Grocer
- Supermarket News

Healthcare (86)
- Health Care Product News
- Hospitals

Housing & Light Construction (87)
- Builder (NAHB)
- Professional Builder

Marketing (88)
- Advertising Age
- Adweek
- Sales & Marketing Management

Medical (89)
- American Family Phyician
- Annals of Internal Medicine
- Consultant
- Diversion
- Emergency Medicine
- Hospital Practice
- Journal of the AMA
- Medical Economics
- Medical World News
- N.E. Journal of Medicine
- Patient Care
- Postgraduate Medicine

Metal (Manuf., Prod., & Indus.) (90)
- American Machinist
- American Metal Market
- Iron Age
- Production
- Production Engineering
- Tooling & Production

New Industrial Products (91)
- Industrial Equipment News
- News Equipment Digest

Nursing (92)
- American Journal of Nursing
- Nursing '80
- RN

Petroleum (93)
- Hydrocarbon Processing
- Oil & Gas Journal
- Petroleum Engineering International
- World Oil

Plant Operation & Engineering (94)
- Electrical Construction & Maintenance
- Industrial Equipment News
- Industrial Maint. & Plant Operation

- New Equipment Digest
- Plant Engineering
- Power

Power Generation (95)
- Electrical World
- Power
- Power Engineering

Product Design Engineering (96)
- Design News
- Machine Design
- Product Design & Development

Research & Development (97)
- Analytical Chemistry
- Industrial Research & Development
- Science

Truck & Fleet (98)
- Commercial Car Journal
- Fleet Owner
- Heavy Duty Trucking

A/S/M Communications
Adweek

ABC Leisure Magazines
High Fidelity
Los Angeles Magazine
McCall's Needlework & Crafts
Modern Photography
Adam Magazine
Adam

Aircraft Owners & Pilots Assn.
The AOPA Pilot

Alaska Northwest Publishing Co.
Alaska

Ambassador International
Quest

American Airlines
American Way

Amer. Assn. for the Advmnt. of Science
Science
Science 80

American Assn of Retired Persons
Modern Maturity

American Baby, Inc.
American Baby

American Bar Association
ABA Journal

American Chemical Society
Analytical Chemistry

Amer. College of Physicians
Annals of Internal Medicine

American Express Company
Travel & Leisure

American Family Physician Co.
American Family Physician

American Hospital Publishing Co.
Hospitals

American Institute of CPA's
Journal of Accountancy

American Journal of Nursing Co.
American Journal of Nursing

American Legion
American Legion Magazine

American Medical Association
Journal of AMA

American Museum of Natural History
Natural History

American Theatre Press, Inc.
Playbill

Ames Publishing Co.
Industrial Maintenance & Plant Oper.

Amos Press
Linn's Stamp News

Argus Publications
Popular Hot Rodding

Arizona Highways
Arizona Highways

Army Times Publishing Company
Air Force Times
Army Times
Navy Times

Artnews Associates
Artnews

The Atlantic Monthly Company
The Atlantic

Auto Club of Michigan
AAA Michigan Living

Automobile Club of Southern California
Westways

Bass Anglers Sportsman Soc.of Amer.Inc.
Bassmaster

Bayland Publishing
Houston Home/Garden

Benjamin Franklin Literary & Medical Society
Jack & Jill

Bill Communications
Plastics Technology
Restaurant Business
Sales & Marketing Management
Sucessful Meetings
Billboard Publications
American Artist
Billboard

Billy Graham Evangelical Assn.
Decision

Boy Scouts of America
Boy's Life

Bramson Publishing Co.
Production

Business News Publishing Co.
Air Condit. Heating, Refrigeration

Butterick Fashion Marketing
Vogue Patterns

CW Communications
Computerworld

CBS Publications
American Photographer
Audio
Cycle World
Family Weekly
Field & Stream
Mechanix Illustrated
Road & Track
Pickup, Van & 4WD
Woman's Day
World Tennis

CMP Publications
Elecronic Buyers News
Electronic Engineering Times

Cahners Publications
Building Supply News
Construction Equipment
Design News
EDN
Mini-Micro Systems
Modern Materials Handling
Professional Builder
Purchasing
Restaurants & Institutions

California State Automobile Assn.
Motorland

Cappers Weekly Company
Cappers Weekly

Catholic Digest Inc.
Catholic Digest

Centcom, Ltd.
Chemical Engineering News

Charter Publishing
Redbook
Ladies Home Journal

Cheri Enterprises, Inc.
Cheri

Chicago Tribune Company
Chicago Tribune
New York News Magazine

Children's Television Workshop
Sesame Street

Chilton Publications
Commercial Car Journal
Iron Age
Product Design & Development

Christianity Today
Christianity Today

The Chronicle of Higher Education
The Chronicle of Higher Education

Circus
Circus

Cliggott Publishing Co.
Consultant

Computer Design Publishing Co.
Computer Design

Conde Nast Publications
Brides
Gentlemen's Quarterly
Glamour
House & Garden
Mademoiselle
Self
Vogue

Consumers Digest, Inc.
Consumers Digest
Moneymaker

Consumers Union
Consumer Reports

Country Journal Publishing Co.
Blair & Ketchum's Country Journal

Candlelight Music
Country Music

Crain Communications
Advertising Age
Automotive News
Autoweek
Business Insurance
Pensions & Investment Age

Cuisine Magazine, Inc.
Cuisine

Curtis Publishing Co.
Saturday Evening Post

Cycle Guide Publications
Genesis

Daisy/Hi-Torque Publications
Dirt Bike

Delta Communications, Inc.
Packaging Digest

Diner's Club Inc.
Signature

Diversion Communications Inc.
Diversion

Dow Jones & Company
Barron's
Book Digest

E.C. Publications, Inc.
Mad
Mad Specials

Earl E. Graves Publishing Co.
Black Enterprise

Early American Society, Inc.
Early American Life

- **East/West Network**
  - All in Style
  - Eastern Review
  - United Mainliner
- **Easyriders**
  - Easyriders
- **The Elks Magazine**
  - The Elks Magazine
- **Eros**
  - Eros
- **Essence Communications**
  - Essence
- **Eton Publishing Company**
  - Velvet
- **Fairchild Publications**
  - American Metal Market
  - Daily News Record
  - Electronic News
  - HFD
  - Men's Wear
  - Supermarket News
  - W Magazine
  - Women's Wear Daily
- **Family Media Publishing Co.**
  - Family Health
  - 1001 Home Ideas
- **Farm Journal, Inc.**
  - Farm Journal
- **Farm Progress Publications**
  - Prairie Farmer
  - Wisconsin Agriculturist
- **Fiona Press**
  - Club
  - Club International
- **Fischer Publications**
  - Emergency Medicine
- **Flynt Publications**
  - Chic
  - Hustler
- **Forbes, Inc.**
  - Forbes
- **Gardner Publications**
  - Modern Machine Shop
- **Gernsbeck Publications**
  - Radio Electronics
- **Geyer McAllister Publications**
  - Gifts & Decorative Accessories
- **Globe International**
  - The Globe
- **Gordon Publications**
  - Chemical Equipment
- **Gorman Publishing**
  - Bakery Production & Marketing
- **Gourmet, Inc.**
  - Gourmet
- **Gralla Publications**
  - Healthcare Product News
- **Grit Publishing Co.**
  - Grit
- **Gruner & Jahr, Inc.**
  - Geo
  - Parents
- **Guideposts Associates**
  - Guideposts
- **Gulf Publishing Corp.**
  - Hydrocarbon Processing
  - World Oil
- **H.B.J. Publications**
  - Instructor
  - Petroleum Engineer International
- **H.P. Publishing Company**
  - Hospital Practice
- **Hal Publications**
  - Working Woman
- **Harpers Magazine Company**
  - Harpers
- **Harvard Business Review**
  - Harvard Business Review
- **Harvest Publishing Company**
  - Ohio Farmer
- **Hayden Publication Co., Inc.**
  - Computer Decisions
  - Electronic Design
- **Hearst Publications**
  - Colonial Homes
  - Cosmopolitan
  - Country Living
  - Electronic Products
  - Good Housekeeping
  - Harpers Bazaar
  - House Beautiful
  - Motor
  - Motor Boating & Sailing
  - Popular Mechanix
  - Sports Afield
  - Town & Country
- **High Society**
  - High Society
- **Highlights for Children, Inc.**
  - Highlights for Children
- **Hitchcock Publications**
  - Infosystems
- **Hoard's Dairyman**
  - Hoard's Dairyman
- **Huebner Publications**
  - Tooling & Production
- **Inc. Magazine Company**
  - Inc.
- **Inst.of Electrical & Electronic Engineers**
  - IEEE Spectrum
- **Institutional Investor, Inc.**
  - Institutional Investor
- **Intermed Communications, Inc.**
  - Nursing 80
- **International Thompson Publishing**
  - Home (Hudson)
  - Medical Economics
  - Next
  - RN
- **Johnson Publishing**
  - Ebony
  - Jet
- **Kalmbach Publications**
  - Model Railroader
- **Kiplinger Washington Editors Inc.**
  - Changing Times
- **Knapp Communications Corporation**
  - Architectural Digest
  - Bon Appetit
- **Knights of Columbus**
  - Columbia
- **Lane Publishing Company**
  - Sunset
- **Laufer Company**
  - Tiger Beat
- **Laurant Publications, Ltd.**
  - Oui
- **Lebhar-Friedman Publications**
  - Chain Store Age (General Merch.)
  - Chain Store Age (Supermarkets)
  - Discount Store News
  - Nations Restaurant News
- **Los Angeles Times**
  - Los Angeles Times Home Magazine
- **Macro Communications**
  - Financial World
  - Saturday Review Magazine
- **MacFadden Women's Group**
  - True Story
- **Mariah Publications**
  - Outside
- **Massachusetts Medical Society**
  - New England Journal of Medicine
- **McCall Publishing Company**
  - McCall's
  - Working Mother
- **McGraw-Hill Publications**
  - American Machinist
  - Architectural Record
  - Aviation Week & Space Technology
  - Business Week
  - Byte
  - Chemical Engineering
  - Chemical Week
  - Coal Age
  - Electrical World
  - Electrical Construction & Maint.
  - Electronics
  - Engineering & Mining Journal
  - Engineering News Record
  - Fleet Owner
  - Modern Plastics
  - Postgraduate Medicine
  - Power
- **Mediatex Communications**
  - Texas Monthly
- **Medical World News**
  - Medical World News
- **Meredith Corporation**
  - Better Homes & Gardens
  - Metropolitan Home
  - Sail
  - Successful Farming
- **Mid America Publishing Corp.**
  - Flower & Garden
- **Miller Freeman Publications**
  - Publishers Weekly
  - Pulp & Paper
- **Modern Handcrafts, Inc.**
  - Workbasket
  - Workbench
- **Montcalm Publishing Corporation**
  - Gallery
- **Moody Bible Institute of Chicago**
  - Moody Monthly
- **Mother Earth News, Inc.**
  - Mother Earth News
- **Ms. Magazine Foundation for Education & Communication**
  - Ms. Magazine
- **Municipal Publications, Inc.**
  - Philadelphia
- **New West Communications Corp.**
  - New West
- **National Assn. of Home Builders**
  - Builder (NAHB)
- **National Audubon Society**
  - Audubon
- **National Education Association**
  - Today's Education
- **National Enquirer, Inc.**
  - National Enquirer
- **National Geographic Society**
  - National Geographic
  - National Geographic World
- **National Retail Hardware Association**
  - Hardware Retailing

- **National Wildlife Federation**
  - National Wildlife
- **New Woman, Inc.**
  - New Woman
- **New York Magazine, Inc.**
  - New York Magazine
- **New York Times Magazine Group**
  - Family Circle
  - Golf Digest
  - New York Times Magazine
  - Tennis
- **New Yorker**
  - New Yorker
- **Newport Publications**
  - Heavy Duty Trucking
- **News Group Publications**
  - The Star
- **Nuestro Publications, Inc.**
  - Nuestro
- **Office Publications, Inc.**
  - The Office
- **Omego Group, Ltd.**
  - Soldier of Fortune
- **Our Sunday Visitor, Inc.**
  - Our Sunday Visitor
- **P.J.S. Publications**
  - Shooting Times
- **Parade Publications, Inc.**
  - Parade
- **Patient Care Publications**
  - Patient Care
- **Paulucci Publications**
  - Attenzione
- **Pennwell Publishing Co.**
  - Oil & Gas Journal
- **Penthouse International, Ltd.**
  - Forum
  - Omni
  - Penthouse
- **Penton IPC**
  - Industry Week
  - Machine Design
  - Materials Handling & Engineering
  - Modern Office Procedures
  - New Equipment Digest
  - Production Engineering
  - Progressive Architecture
  - Restaurant Hospitality
- **Peters Publishing**
  - Us
- **Petersen Publishing Company**
  - Car Craft
  - 4 Wheel & Off Road
  - Guns & Ammo
  - Hot Rod
  - Motor Trend
  - Motorcyclist
  - Petersen's Hunting
  - Petersen's Photographic
  - Skin Diver
  - Teen
- **Pitman Learning, Inc.**
  - Learning
- **Playboy Enterprises**
  - Games
  - Playboy
- **Players Publications**
  - Players
- **Progressive Farmer Company**
  - Decorating & Craft Ideas
  - Progressive Farmer
  - Southern Living
- **Progressive Grocer Company**
  - Progressive Grocer
- **Putnam Publishing Company**
  - Chemical Processing
- **Reader's Digest**
  - Reader's Digest
- **Ritter/Geller Communications**
  - Playgirl
- **Rodale Press**
  - New Shelter
  - Organic Gardening
  - Prevention
- **Rotary International**
  - Rotarian
- **Runner's World Publications**
  - Runner's World
- **S.O.D. Publishing**
  - Soap Opera Digest
- **San Diego Magazine Publishing Co.**
  - San Diego
- **Schnell Publishing Company**
  - Chemical Marketing Reporter
- **Scholastic Magazines, Inc.**
  - Co-ed
- **Science Service, Inc.**
  - Science News
- **Scientific American, Inc.**
  - Scientific American
- **Shacor, Inc.**
  - Sheet Music
- **Signature Publications**
  - Crossroads
- **Sixteen Magazine, Inc.**
  - Sixteen
- **Smithsonian Institute**
  - Smithsonian
- **Southwest Media, Corp.**
  - Chemical & Engineering News
  - 'D' Dallas City Magazine
  - Sport
- **Sterling's Magazines, Inc.**
  - Daytime TV
- **Straight Arrow Publications**
  - Rolling Stone
- **Swank Magazine Corporation**
  - Stag
  - Swank
- **Technical Publishing Company**
  - Control Engineering
  - Datamation
  - Dun's Review
  - Graphic Arts Monthly
  - Highway & Heavy Construction
  - Industrial Research & Development
  - Plant Engineering
  - Power Engineering
  - Purchasing World
- **Telephony Publishing Corporation**
  - Telephony Magazine
- **Thirteen Thirty Corporation**
  - Esquire
- **Thomas Publishing Company**
  - Industrial Equipment News
- **Thoroughbred Owners and Breeders Assn.**
  - The Blood Horse
- **Time Inc.**
  - Discover
  - Fortune
  - Life
  - Money
  - People
  - Sports Illustrated
  - Time
- **Times Mirror Magazines**
  - Golf
  - Outdoor Life
  - Popular Science
  - Ski
- **T.L. Enterprises**
  - Trailer Life
- **Trans-High Corporation**
  - High Times
- **Travel Agent**
  - Travel Agent
- **Travel Holiday**
  - Travel Holiday
- **Triangle Communications**
  - Seventeen
  - TV Guide
- **True Confessions**
  - True Confessions
- **21st Century Communications**
  - Heavy Metal
  - National Lampoon
- **U.S. Chamber of Commerce**
  - Nations Business
  - Washington Reports
- **U.S. News & World Report**
  - U.S. News & World Report
- **Unity School of Christianity**
  - Daily Word
- **Vance Publications**
  - Modern Salon
- **Veterans of Foreign Wars**
  - V.F.W. Magazines
- **W.F.M.T., Inc.**
  - Chicago
- **W.W. - 21st Corporation**
  - Weight Watchers Magazine
- **Wallace Homestead Company**
  - Wallace's Farmer
- **Washington Magazine, Inc.**
  - Washingtonian
- **Washington Post Company**
  - Inside Sports
  - Newsweek
  - Washington Post
- **The Webb Company**
  - The Family Handyman
  - The Farmer
  - National Hog Farmer
  - TWA Ambassador
- **Western Horseman, Inc.**
  - Western Horseman
- **Whitney Communications**
  - Interior Design
- **Yankee, Inc.**
  - Yankee
- **Ziff-Davis Publications**
  - Boating
  - Business & Commerical Aviation
  - Car & Driver
  - Cycle
  - Flying
  - Meetings & Conventions
  - Modern Bride
  - Pan Am Clipper
  - Popular Electronics
  - Popular Photography
  - Psychology Today
  - Skiing
  - Stereo Review
  - Yachting

Adforum	315
Adweek	111,127,133,309,291
American Jnl. Nursing	297
American Metal Market	293
Architectural Record	251
Attenzione	89
Aviation Week	231,249
Bassmaster	108,109
Beck Offset	319
Better Homes & Gardens	181
Black Enterprise	9
Boy's Life	205
Business Week	352,3rd Cover
Byte	81
California Business	29
Changing Times	10
Chem. Eng. / Chem. Week	255
Chemical Engineering	256,257, 260,261
Chemical Processing	239
Chemical Week	259,263
Chronicle of Higher Ed.	273
Club	59
Club International	135
Computerworld	267
Control Engineering	225
Cosmopolitan	77
Country Living	19
Crain Communications	20,21
Cuisine	4,5
Curtis	139
Datamation	269
Discover	155
Dupont	218,219
Elan	186,187
Engineering News Record	271
Family Handyman	69
Family Weekly	167
Fleet Owner	307
Flynt	51,61
Food & Wine	129
Games	45
Gentlemen's Quarterly	141
Geo	65,67,71,73, 75,85,113,4th Cover
Good Housekeeping	1
Great Northern Paper	57
Hearst Corp.	217
High Technology	157
Home (Hudson)	123
House & Garden	121
House Beautiful	125
ICD (Hearst)	43
IEEE Spectrum	161
Inc	101
Industrial Equip. News	295
Industrial Marketing	235,243, 277
Industrial R&D	305
Inside Sports	163
Johnson Publishing	95

Kable News	47
Kordet Graphics	221,222
Ladies Home Journal	191
Life	2,3
Literary Marketplace	279
Mack Printing	53
Mademoiselle	183
McGraw Hill Network	215
Media Decisions	312,313
Media Networks	209
Medical Economics	287
Menswear	245
Mini-Micro Systems	237,265
Modern Maturity	41
Nation's Business	103
New Woman	49
Next	15z
Nursing 81	233
Oil & Gas Journal	299
Omni	Cover Gatefold
1001 Decorating Ideas	211
On Cable	25
Oui	12,13
Parents	197
Pensions & Investments	99
Penthouse	23
People	31,63
Plant Engineering	31
Playboy	177
Popular Electronics	145
Popular Mechanics	143
Progressive Grocer	283
Psychology Today	117
Publishers Weekly	147,253,158
Redbook	189
Restaurant Business	17
Restaurants & Inst.	281
Rodale	27
Sat. Evening Post	14,15
Scholastic Magazines	203
Science 80	153
Science Digest	7
Self	83,193
Smithsonian	114,115
Soap Opera Digest	79,201
Sports Afield	107
Sports Illustrated	173
Sunday Metro	207
Swank	137
Technical Publishing	227
Time	151,174,175
Today's Education	275
Travel & Leisure	169
U.S. News	149,171
Ultra	87
Vital	195
W	179
WWD	247
Wall Street Journal	320,323,325, 327,329,331,335,337,339,341,343
Zip	311

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Cover 1, p. 3, 6, 28, 30,

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

SPECIAL ISSUE -- CIRC. MANAGEMENT
* THE FUTURE OF FULFILLMENT
* 1981 FOLIO CIRCULATION SURVEY
* ADVANCE RENEWAL STRATEGIES
* PROFILE: CHARLES MILL OF ABP

OCTOBER 1981 VOL. 10 NO. 10

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

Management

Canada's postal strike a 'disaster' for magazines . . . Newsletter cleared of charges it influenced Federal election . . . Ad pages: June up 1%; first half stable . . . Publishers to pay less tax under New York law. Page 4.

Single-Copy Sales

Wholesaler delivery cutbacks hurting sales of magazines . . . Wholesalers convincing retailers to service own magazine racks . . . Display laws: not yet a threat to magazine sales. Page 13.

Editorial

Salary surveys—the editorial service that also boosts readership . . . Designers win battle against the copyright of graphic elements . . . Magazines struggle to handle reader inquiries effectively. Page 16.

Production

Worldwide paper oversupply cuts imports to a trickle . . . Contract can be used to force printers to cut waste . . . Rail/truck deregulation will result in less service, higher rates. Page 21.

Circulation

'Magazines don't work hard enough on gift subscriptions' . . . Nine-digit Zip Code delayed two years . . . *Reader's Digest* loses over $100,000 from two-cent miscalculation. Page 26.

Advertising Sales

86% of advertisers, agencies say media plans are revised . . . New system screens ad inquiry potential for advertisers. Page 30.

Magazine Watch

Thirteen new magazines introduced . . . *Next* magazine ceases publication . . . Mergers & acquisitions . . . Frequency changes . . . Name changes. Page 37.

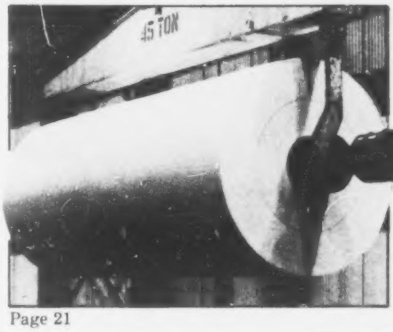
BLACKMAIL
POSTAL WORKERS ON STRIKE
ON STRIKE CUPW
ON STRIKE
PW

Page 4

Page 60

Page 13

Page 49



Page 21

FEATURES

Folio subscription sales survey

By Barbara Love

Seventy-three circulation executives reveal their strategies and their plans for better performance in this first Folio circulation survey. Page 63.

Advance renewal strategies

By Eugene S. Slawson

Advance renewal efforts can improve cash flow and boost the number of your magazine's subscription orders. Page 67.

What's your international newsstand potential?

By Douglas A. Learner

Publishers who have not investigated the foreign single-copy market may be overlooking a great opportunity. For some, risk is low and potential profits are substantial. Page 72.

The future of fulfillment

By Will Rivinus

The fulfillment industry has changed substantially with the advent of the computer age. Business is still growing, however, and there are problems yet to be solved. Page 82.

FACES

Rupert Murdoch..............................45
Charles A. Mill of ABP.....................49

COLUMNISTS

John Peter on design.......................60
John J. Daly in Washington.......141
Jeffery Parnau on production.......144
Eliot Schein on direct mail...........148
Ron Scott on single-copy sales...150

DEPARTMENTS

Pub Rep Directory..........................34
Calendar..42
Classified...153
Publishers Marketplace...............154

Cover design: Steve Phillips

lieve" that Phillips was in possible violation of Federal election restrictions. When Phillips Publishing refused to answer a subsequent FEC subpoena for information concerning its staff, finances and mailings, the FEC went to Federal District Court seeking enforcement of the subpoena.

Phillips' attorneys argued for, and received, dismissal of the FEC investigation on the grounds that the law specifically exempts legitimate news, editorial and opinion material from FEC jurisdiction.

Ad pages: June up 1%; first half stable

New York City—A slight gain in advertising pages for the month of June among Publishers Information Bureau member magazines offset small page declines earlier in the year, making pages for the first half of 1981 about even with pages for last year's first half.

Ad pages for June totaled 9,626.85, up by 140.10 pages, or 1 percent, over the same month in 1980. Advertising revenue for the month totaled $267,087,271—a $31,388,616, or 13 percent, gain over June of last year.

Pages for the first six months of the year totaled 58,630.09, representing no appreciable gain or loss from pages for the same period in 1980. Revenue for the period totaled $1,531,772,410—an increase of $112,119,702, or 8 percent, over the first six months of last year.

Publishers to pay less tax under new New York law

Albany, N.Y.—A new New York State tax law reduces the amount of corporate tax a New York State publishing company has to pay each year.

Effective January 1, 1982, the tax on advertising revenue will be based on the percentage of ad revenue that equals the percentage of a magazine's circulation that is delivered in New York State. For example, if a magazine has one million dollars in ad revenue, but only 10 percent of its circulation is delivered in New York State, tax would be paid on only 10 percent, or $100,000, of the ad revenue.

Under the current law, a magazine is required to pay corporate tax on 100 percent of the advertising revenue generated in New York State.

The new law, a revision of the New York State Franchise Tax that applies only to magazine and newspaper publishers, was designed to increase publishing activity in New York State.

"This is a very beneficial change for the magazine publishing industry," says Stanley Gottlieb, tax manager for the Hearst Corporation. Gottlieb played a central role in persuading the New York State Legislature to make the change.

The new tax law also provides an economic incentive for publishers to incorporate in New York. According to a spokeswoman for the New York State corporate tax office, the new revision is part of what she calls New York's "giveaway plan," whereby selected industries are given tax breaks in an effort to foster business in the State.

Canada's Postal Strike

(Continued from page 4)

and owner Roy Whitsed. "During the longest postal strike before this—45 days in 1975—we had to borrow lots of money."

- *Canadian Forum*, an independent journal of opinion and the arts, asked employees to take their

10 magazines showing largest percentage ad revenue increases, first half of 1981*

	1980	1981	% increase
1) Science 81	$ 390,283	$ 1,867,613	376.5
2) Next	202,975	722,252	255.8
3) New Shelter	390,723	982,436	151.4
4) Inside Sports	1,036,793	2,316,540	123.4
5) Venture	436,542	909,642	108.4
6) Changing Times	1,556,537	3,034,553	95.0
7) Working Woman	2,687,939	1,492,902	80.0
8) McCall's Working Mother	855,502	1,416,448	65.6
9) Inc.	4,382,777	7,106,685	62.2
10) Money	7,251,814	10,767,462	48.5

*Figures from current Publishers Information Bureau member magazines, measured by Leading National Advertisers, Inc. Note that some of the magazines with large percentage increases are new magazines. Increases for established magazines, such as *Money*, are more difficult to achieve.

10 magazines showing largest percentage ad revenue decreases, first half of 1981*

	1980	1981	% decrease
1) Book Digest	$ 2,259,700	$ 812,124	-64.1
2) New West	4,898,390	2,401,159	-51.0
3) Harper's	1,241,682	878,945	-29.2
4) Us	3,220,425	2,381,754	-26.0
5) Atlantic Monthly	1,246,992	940,532	-24.6
5) Grit	1,894,646	1,482,643	-24.6
6) World Tennis	2,843,976	2,325,775	-18.2
7) Prime Time	225,419	188,524	-16.4
8) Psychology Today	7,508,213	6,399,352	-14.8
9) Family Circle	45,434,576	40,106,029	-11.7
10) Panorama	344,285	305,390	-11.3

*Figures from current Publishers Information Bureau member magazines, measured by Leading National Advertisers, Inc.

Publication delivery box score: weekly 'time-value' publications January through June 1981*

Market area monitored	On time	One day late	Later
Atlanta, GA	53	28	19
Austin/San Antonio, TX	45	33	22
Baltimore, MD	52	27	21
Boston, MA	62	23	15
Buffalo, NY	65	25	10
Charlotte, NC	62	18	20
Chicago, IL	62	25	13
Cincinnati, OH	62	26	12
Cleveland, OH	45	32	23
Columbus, OH	72	11	17
Dallas, TX	37	44	19
Denver, CO	40	30	30
Detroit, MI	57	32	11
Grand Rapids, MI	83	13	4
Greensboro, NC	68	14	18
Hartford, CT	68	21	11
Houston, TX	30	34	36
Indianapolis, IN	47	26	27
Jacksonville/Tampa, FL	60	23	17
Kansas City, MO	56	29	15
Los Angeles, CA	47	30	23
Memphis, TN	54	31	15
Miami, FL	44	28	28
Milwaukee, WI	65	23	12
Minneapolis, MN	58	26	16
Nashville, TN	37	39	24
New Orleans, LA	20	36	44
New York, NY	57	31	12
Philadelphia, PA	55	30	15
Phoenix, AZ	36	31	33
Pittsburgh, PA	43	35	22
Portland, OR	36	36	28
Reno, NV	51	17	32
St. Louis, MO	49	32	19
Salt Lake City, UT	26	29	45
San Diego, CA	49	32	19
San Francisco, CA	51	28	21
Seattle, WA	13	22	65
Tulsa, OK	62	22	16
Washington, DC	63	23	14
Wichita, KS	74	19	7
Average	**52%**	**28%**	**20%**

*Data based on experience of 20 weekly business and consumer publications accounting for 1,358,000 copies in the mail each week and predicated on delivery as NEWSPAPERS. Most publications monitored maintain multiple additional entries and air freight to post office of entry. Source: Red Tag News Publications Association, Inc.

Reader's Digest continued during the summer to mail pieces with the two 10-cent stamps in case the rate hike was approved, the final loss will substantially exceed the initial $100,000.

"We just have to frown and bear it," said a *Reader's Digest* spokesman. "The Postal Rate Commission has never before turned down a request for a rate hike, so we felt safe in going with the 20 cents."

Reader's Digest uses stamps on its return envelopes rather than business-reply envelopes because the presence of real stamps helps increase the number of responses, the spokesman said.

Art Burns honored by NBCA

Radnor, Pa.—Art Burns, circulation manager, Chilton Company, was honored for his dedication and contributions to the National Business Circulation Association (NBCA) at the organization's September meeting. Burns, along with other circulation executives, founded NBCA in 1948 for the purpose of developing and promoting better circulation management. He served as president of NBCA from 1971 to 1981.

Burns will be succeeded by George T. Granger, circulation manager, Cleworth Publishing Company, Inc., Cos Cob, Connecticut.

Dorothea E. Forier wins FMA awards

New York City— Dorothea E. Blohm Forier, coordinator of book services for Hearst Books, division of Hearst Corporation, won two awards at the Fulfillment Management Association Awards dinner. She is the first person

Publication delivery box score Ordinary second class & controlled circulation publications* April through June 1981

Zones	USPS service standard	Better than service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	later
1&2	4th day	13	5	42	20	9	11
3	5th day	17	11	44	17	11	0
4	6th day	21	10	30	21	14	4
5	7th day	22	12	31	22	11	2
6	8th day	20	12	36	19	8	5
7	9th day	33	2	30	23	3	9
8	10th day	22	11	29	21	10	7
Composite	%	**21%**	**9%**	**33%**	**21%**	**10%**	**6%**

*Data based on experience of 10 business and consumer publications (including both large- and small-volume circulation publications) using available United States Postal Service surface transportation. Source: Red Tag News Publications Association, Inc.

Advertising sales

86% of advertisers, agencies say media plans are revised

Skokie, Ill.—Ad budgets are not carved in stone, but can and do change, often many times, according to results of a recently-released survey done for Standard Rate & Data Service, Inc.

Fully 86.4 percent of the advertiser and agency executives surveyed reported that a media plan is usually revised after it has been developed at their companies/agencies.

For magazine salespeople, the significance of this result is clear: They have very little to fear and possibly much to gain by trying to get on a media schedule that is reportedly already complete.

Four out of five respondents to the survey, which was conducted for SRDS by the Erdos and Morgan, Inc. marketing research firm, indicated that media plans are usually revised not just once, but two or more times—and 40 percent said that three or more revisions are usually made.

The survey also produced extensive data about advertisers' and agencies' views on the influences affecting consumer magazine buying decisions.

For example, among advertisers responding to the survey, 76.0 percent rated ad agency media buying recommendations as a "very important" source of information about consumer magazines. The source named "very important" by the next-largest percentage (58.1 percent) of advertiser respondents was syndicated audience research.

Other sources of recommendations rated "very important" by advertisers were primary readership research (43.8 percent); ABC statements (39.7 percent); magazine salespeople (24.5 percent); magazine media kits (12.5 percent); and Publishers Information Bureau (PIB) information (9.1 percent). Magazines' direct mail efforts were considered very important by only 2.4 percent of advertisers.

Somewhat ironically, a smaller percentage of advertising agency respondents (70.8 percent) than advertiser respondents (76.0 percent) said that agency media recommendations (for example, intra-agency departmental recommendations) were "very important" sources of consumer magazine information for them. (At the agency level, 22 percent of all respondents were media people, 17 percent were account executives or supervisors, and 15 percent were top management people.)

However, this 70.8 percent did position agency recommendations as the top information source. Agencies also followed the advertisers' pattern in the placement of value on other information sources (syndicated audience research was rated "very important" by the second-largest

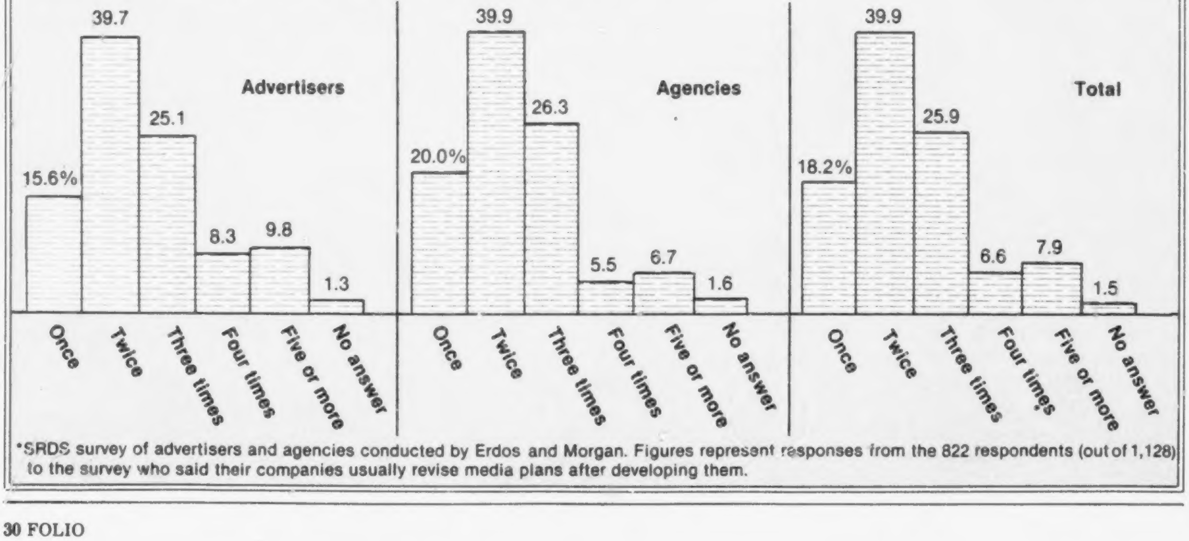
(Continued on page 32)

New system screens ad inquiry potential for advertisers

New York City—A new system that determines the probability of turning an ad inquiry into a sale by qualifying ad-generated leads and then cost analyzing them has been introduced by McGraw-Hill, Inc. The Qualified Lead System (QLS) determines the value of prospects from telephone interviews with inquirers. The information thus obtained allows sales directors to increase both the efficiency and productivity of their sales forces.

QLS creates an information bank for each client that enables a sales or marketing director to compare the sales per ad generated by ads placed in different media. Data such as who responds to what types

Number of times media plans are revised*



*SRDS survey of advertisers and agencies conducted by Erdos and Morgan. Figures represent responses from the 822 respondents (out of 1,128) to the survey who said their companies usually revise media plans after developing them.

tached to either a perfect-bound or saddle-stitched magazine."

Although magazines will incur some extra costs by carrying the modules, the costs will be paid by Modular Magazine Sampling System, Schluger said. The costs include the charge for affixing the modules to the magazines, and the added postage needed to deliver the module-laden magazines to subscribers.

Schluger said the modules take advantage of a United States Postal Service regulation that allows for tandem delivery of two mailable entities to a single address. The modules, he said, will be mailed third class bulk rate, with the available pre-sort discount.

The foam carrier was introduced in a small test with *Woman's Day* (which is sold only on newsstands) in Bridgeport, Connecticut, last spring. The presence of the foam carrier on the magazine did not adversely affect circulation, according to Jay Burzon, vice president/advertising director at *Woman's Day.* He said that inclusion of *Woman's Day* in next February's test was warranted because of the favorable Bridgeport test.

"However," Burzon added, "we have to make sure that carrying the module doesn't cause a shortfall in circulation by making the magazine so thick that it causes 'out-of-stock' problems." A shortfall might occur because fewer copies can be carried in a rack at any one time.

Burzon also expressed the concern that an advertiser who purchases a back cover might object to having his ad covered by the module. He and Schluger have discussed the possibility of having the module inserted into the magazine.

All modules will be affixed to back covers of magazines for the upcoming test, however. "We feel the module actually enhances the back cover ad," Schluger said. "We found in Bridgeport that when someone picked up the magazine, he or she immediately turned to the module." *Woman's Day* is the only magazine that has voiced concern about the back cover ad, he said.

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SRDS survey

(Continued from page 30)

percentage of agency respondents, and so forth).

Overall, both agency recommendations and audience syndicated research were rated as very or somewhat important sources of information by 86 percent of all agency and advertiser respondents. Primary readership research was very or somewhat important to 81 percent, magazine sales people to 77 percent, ABC statements to 75 percent, magazine media kits to 52 percent, PIB data to 47 percent, and magazine direct mail to 21 percent.

In a separate question, respondents were asked to indicate the *types* of information of interest to them in selecting consumer magazines for use in an ad campaign. Demographics was the type information cited by the most advertisers (90.5 percent), as well as by the most agency respondents (93.8 percent).

Cost-per-thousand was cited by the second largest group of advertisers (80.4 percent) as the most important type of information, whereas readership information (frequency, time spent, where read, and so forth) was cited by the second largest group of agencies (84.2 percent) as the most important type of information.

Other most desired types of information listed by ad agency respondents, in the order of the percentages of those who cited these sources, were rates (83.6 percent); cost-per-thou-

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sand (82.9 percent); primary audience profile (81.0 percent); information on regional/demographic editions (77.6 percent); and growth of circulation (77.2 percent).

Among all respondents, the following types of data were considered most important in selecting consumer magazines: demographics (92 percent); cost-per-thousand (81 percent); primary audience profile (80 percent); readership (80 percent); and information on regional/demographic editions (71 percent).

Participants were also asked to whom a consumer magazine should send its promotional material. Not surprisingly, 93 percent of respondents named media people, followed by advertising managers at advertiser companies (86 percent); account executives at agencies (83 percent); and marketing and management people at advertiser companies (63 percent). Only one out of five respondents thought that magazines should try to reach management at either advertiser companies or at agencies.

For the survey, questionnaires were mailed in May 1981 to a random sample of 2,000 names taken from *Psychology Today*'s promotion list. One thousand one hundred twenty-eight responses (representing a response rate of 57.5 percent) were received. Respondents were not told of the sponsorship of the survey.

More than half (57 percent) of the respondents were advertising agency people; the remaining 43 percent were employees of advertiser companies.

People

Edgar L. Harrison to advertising director, *Outdoor Life*, from travel manager at *McCall's*.

Vicki Hudspith to advertising production director, *Seventeen*, from production manager of *Ms.* magazine.

Carole Kraemer to advertising manager, *The Nation*, from ad manager for Macmillan Publishing Company.

Richard C. Hebard to advertising sales director, *Tennis USA*, remaining as account executive for *World Tennis*.

Edwin T. Knobloch to Eastern advertising director, *Mechanix Illustrated*, from Eastern ad manager there; **Larry Craven** to Western advertising director at *Mechanix Illustrated*, from Midwest manager there.

In this first Folio circulation survey, circulation executives from throughout the industry reveal their problems, their opinions and their strategies for better performance.

1981 Folio subscription sales survey

By Barbara Love
Executive Editor

Circulation executives are planning to mail more direct mail subscription promotion pieces in 1981 than they mailed in 1980, according to a recent FOLIO survey on subscription sales. Sixty-five percent of respondents will mail more direct mail pieces in 1981 compared to only 13 percent who will mail fewer pieces. Twenty-two percent of respondents plan the same number of mailings this year as last year.

Thirty-five percent of respondents drop their major direct mail promotions in January; 25 percent in September; 23 percent in October;and 21 percent in May. Some small magazines mentioned that they spread out promotions evenly throughout the year so their small circulation staff has an even workflow.

When asked if they rent their mailing lists to their mailers, 54 percent of respondents said "yes."

Basic subscription rate

Over half the respondents (54 percent) said they increased their basic subscription rate in 1981 over 1980. The average increase in basic subscription price was 25 percent.

Although approximately half of the respondents to the survey (48 percent) said they do not know the percentage breakdown on sources of subscriptions, those who do know indicate that most new subscriptions (57 percent) come from direct mail. The second most important source is direct mail agents; an average of 26 percent of subscriptions come from this source, according to circulation directors. Field agents and white mail each account for an average of 16 percent of new subscriptions, respondents report.

When asked if they use a fulfillment service, 56 percent of respondents said "yes." The plurality (32 percent) rate the service they are getting from their fulfillment companies as "good." Thirty percent say the service they are getting is "very good"; 19 percent, "excellent"; 16 percent "fair"; and 3 percent "poor."

Twenty-eight percent of respondents report that they are considering changing fulfillment companies in the next 12 months. Twenty-six percent of respondents using an outside fulfillment service are "seriouly considering" moving fulfillment in-house in the next two years. About one-quarter of respondents using outside fulfillment services are "seriously considering" becoming involved in on-line interactive systems with fulfillment companies.

Mailing and distribution of renewal notices is handled in-house by 50 percent of respondents. Thirty-six percent report this function is handled by the fulfillment house; 14 percent by a mail house.

The average size of the subscription circulation staff for respondents is 2.25 people.

When asked how many renewal efforts are in the renewal series used, circulation executives gave responses ranging from one to 13. The average is 4.02. Nineteen percent of respondents say they use the telephone for renewal efforts.

Seventeen percent of respondents said they reduce their renewal prices at some point during their renewal series. Respondents said, on average, that 78 percent of subscribers are renewing at the basic rate; others renew at less-than-basic or at the introductory rate.

Sixty-five percent of new subscribers generated in 1979 renewed in 1980 (conversion rate). The overall renewal percentage for respondents (including conversions) was 65 percent in 1980.

On average, respondents spend 28 percent of subscription revenue on subscription promotion. Seventy-three percent of the subscription promotion budget goes into direct mail, according to respondents.

Sixteen percent of respondents report that they use an 800 number in subscription promotion. Twenty-three percent use an outside agency to create subscription promotions.

When asked what kind of offer they are making in subscription promotions, 67 percent reported that they have a soft offer (free examination copy) and 46 percent reported using a hard offer (binding order). As indicated, some magazines are using both types of offers.

Fifteen respondents say they are using premiums; six are using involvement devices (paste-on stamps, tokens, etc.); none are using sweepstakes.

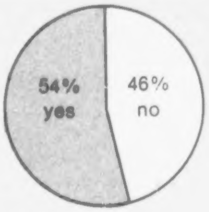
Premiums considered "very good"

Based on their experience, circulation directors gave premiums the highest ratings.

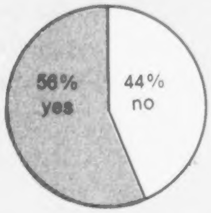
Nine evaluated the effectiveness of premiums as "very good"; four, "excellent"; four, "good"; four, "fair"; and three, "poor."

While no respondents are now using sweepstakes, two respondents said their experience with sweepstakes was "very good"; three, "good"; two, "fair"; and one, "poor."

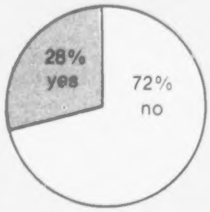
Respondents were mixed in their evaluation of involvement devices; two said they are "excellent"; two, "very good"; three, "good"; and one each for "fair" and "poor."



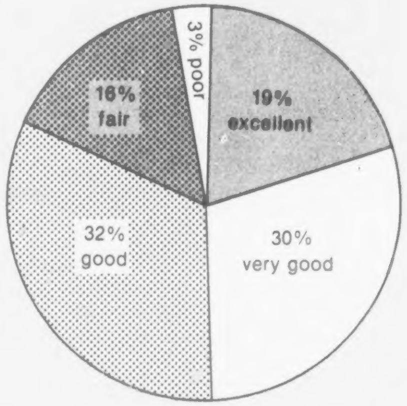
Magazines increasing basic subscription rate in 1980



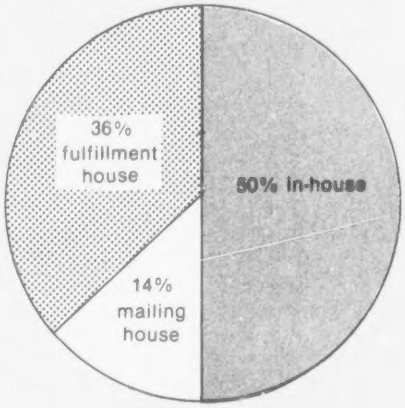
Magazines using fulfillment services



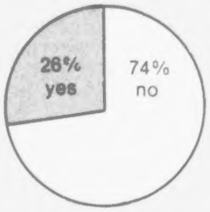
Circulation executives considering changing fulfillment companies in the next 12 months



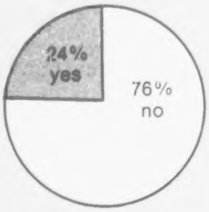
How circulation executives rate their fulfillment services



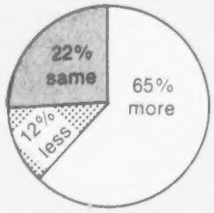
Handling of mailing and distribution of renewal notices by fulfillment house, mail house, in-house



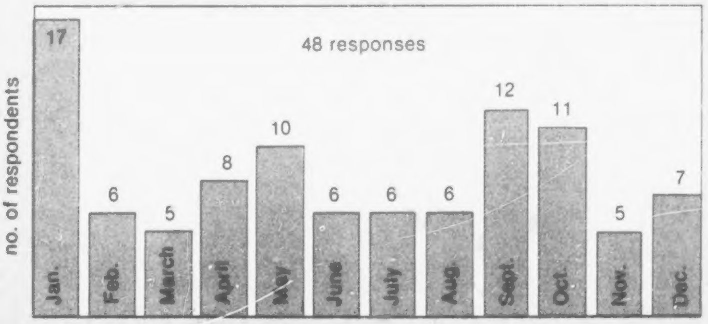
Circulation executives seriously considering moving fulfillment in-house in the next two years



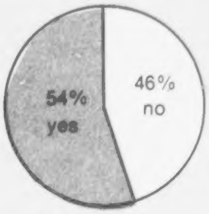
Circulation executives seriously considering becoming involved in on-line interactive systems with their fulfillment companies



Circulation executives planning to mail more, less, the same number of direct mail pieces in '81 vs. '80

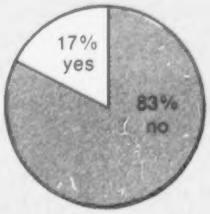


Months during which magazines drop their major direct mail promotions



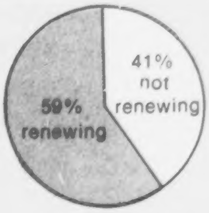
65 responses

Magazines renting their mailing list



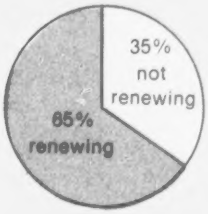
65 responses

Magazines reducing the renewal price at some time during the renewal series



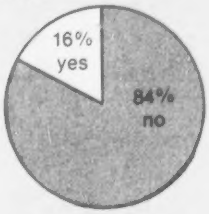
33 responses

Percent of new subscribers generated in 1979 renewing in 1980 (conversion rate)



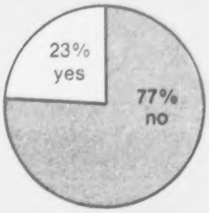
44 responses

Overall renewal percentage (including conversions)



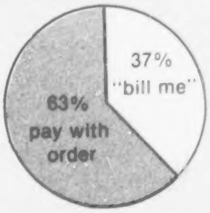
62 responses

Magazines using an 800 number



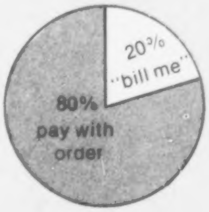
62 responses

Magazines using an outside agency to create subscription promotions



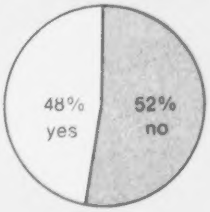
64 responses

Percent of *new* subscribers that pay with order vs. request "bill me"



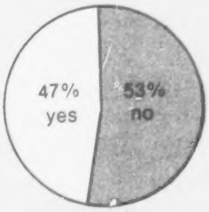
59 responses

Percent of *renewals* that pay with order vs. request "bill me"



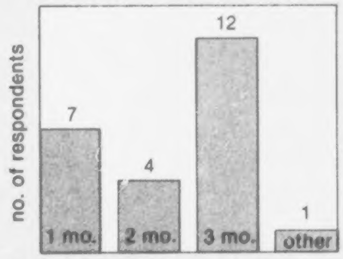
64 responses

Magazines accepting credit card payment

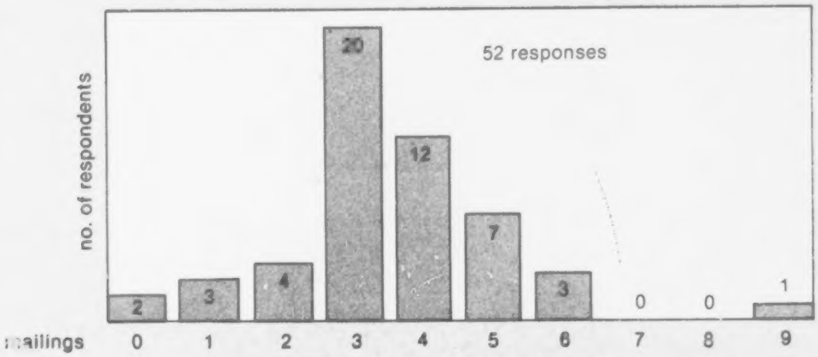


58 responses

Magazines that grace subscriptions



Magazines that grace subscriptions



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Sixty-three percent of *new* subscribers pay with the order versus 37 percent who request "bill me." With *renewals,* 80 percent pay with the order versus 20 percent who request "bill me."

Forty-eight percent of respondents say they do accept credit card payments from subscribers.

Respondents average 3.48 mailings for collections. The range is from zero to nine. The percent of bad pay on *new subscriptions* is 13 percent; for *renewals,* it's 6 percent.

Forty-seven percent of respondents say they grace subscriptions. Of those that do grace subscriptions, 50 percent say they grace subscriptions for three months; 30 percent, one month; 17 percent, two months; and 4 percent, other.

Many problems

Circulation executives were asked what they see as the main problems facing them in the next five years. They listed the following problems:

- "Government regulation pertaining to telephone solicitation and the use of list names for direct mail purposes";
- "The decline of national reading interest among the young";
- "Competition for readers in the face of the ever-increasing number of magazines being published";
- "Uncontrollable postage costs making in-home video information sources more economical and thus more acceptable";
- "Showing a circulation profit";
- "Keeping up with changing technology";
- "The expansion of the Zip Code";
- "Cross-pollinating the circulation with other interested industries to keep circulation growing";
- "Increasing single-copy sales";
- "Costs getting out of hand";
- "Inefficient delivery services creating subscriber dissatisfaction";
- "Poor postal service in handling change of addresses";
- "Censorship problems";
- "Resistance by the public to rate increases."

Seventy-three circulation executives participated in the FOLIO survey, which had an effective mailing of 119 and a response rate of 61 percent. Magazines were selected on an nth name basis from FOLIO's 11,000 magazine database. The selection process ensured that magazines from all circulation-size groups are represented.